

Assessment

Workbook 6: Building the Sale First Edition

The objectives of this book are to help the user:

- Motivate the customer to return for future purchases
- Sell the customer additional or related merchandise
- Review current advertising and promotions
- Handle customer returns; transform them into new sales
- Initiate/create special promotions
- Convert phone calls into sales
- Encourage customers to open credit accounts and purchase gift certificates

■ CRISP_{series}

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Assessment Questions for **Workbook 6: Building the Sale, First Edition**

Select the best response.

1. A professional sales associate:
 - A. Gives personalized service
 - B. Makes the customer feel unique and special
 - C. Creates customer loyalty
 - D. All of the above

2. It's not enough to tell customers about related items. You need to explain how a related item will increase their satisfaction.
 - A. True
 - B. False

3. If a customer purchases a computer printer, other items you might suggest to enhance the customer's purchase would include any of the following *except*:
 - A. Replacement ink cartridges
 - B. A printer cable
 - C. A computer
 - D. A printer stand

4. A writing pen would be an appropriate suggestion for someone purchasing:
 - A. A wallet
 - B. Stationery
 - C. A laptop computer
 - D. A CD

5. Ads that promote the latest trends, extensive assortment, or new product features are usually for:
 - A. Regular-price merchandise
 - B. Sale merchandise
 - C. Clearance merchandise

6. Merchandise advertised at a lower-than-typical price is:
 - A. New merchandise
 - B. Sale merchandise
 - C. Clearance merchandise
 - D. None of the above

7. Coupons can be distributed through:
 - A. Newspaper ads
 - B. In-store displays
 - C. Magazines
 - D. Direct mail
 - E. All of the above

8. A returned item should be viewed as:
 - A. A failed sale
 - B. A loss of money
 - C. An opportunity to better meet the customer's needs

9. Special events may include:
 - A. Contests
 - B. Workshops
 - C. Product demonstrations
 - D. All of the above

10. A salesperson should mention advertised items only if they relate to the customer's purchase.
 - A. True
 - B. False

11. As a sales associate, you should make a point to be aware of:
 - A. Competitors' ads
 - B. All ads and promotions produced by your store
 - C. Both of the above

12. A good example of a promotional strategy is:
- A. An early bird special
 - B. A manufacturer's rebate offer
 - C. Offering a free plush story character with the purchase of a children's book
 - D. Offering a "buy now, make no payments for six months" option
 - E. All of the above
13. If an item is not selling well, a good solution would be to:
- A. Mark down the price
 - B. Move it to a more noticeable location
 - C. Either of the above
14. The most effective strategy for promoting a new flavored coffee is to:
- A. Offer a "buy one, get one free" special
 - B. Reduce the price
 - C. Offer free taste tests
 - D. Set up the display in the front of the store
15. The most effective strategy for promoting Christmas and holiday paper in January is to:
- A. Set up a display in the front of the store
 - B. Reduce the price
 - C. Offer small samples
 - D. Tie-in with other products
16. The reason for a return is often beyond the control of the sales associate who sold the merchandise.
- A. True
 - B. False

17. If a customer returns a rug that was too small for its intended room, you should point the customer to:
- A. The same style of rug in a larger size
 - B. A similar rug in a larger size
 - C. The same rug in a different color
 - D. A and B
 - E. A and D
18. It doesn't matter if you don't smile when greeting a customer on the phone, as the customer cannot see you.
- A. True
 - B. False
19. An additional service that might help meet a telephone customer's needs is:
- A. Gift wrapping
 - B. Delivery
 - C. Special order
 - D. All of the above
20. Gift certificates:
- A. Can be a personalized gift
 - B. Can help a sales associate build a customer base
 - C. Are appropriate for all gift-giving situations
 - D. All of the above
21. Frequent Shopper Awards are an example of:
- A. Store credit accounts
 - B. Incentive programs
 - C. Trade-in plans
 - D. None of the above

22. When helping a customer on the phone, a good tactic would be to:
- A. Offer to take the order over the phone
 - B. Offer to arrange for gift wrap and delivery
 - C. Ask if you should hold the item until the customer can come to the store
 - D. A and B
 - E. Any of the above
23. A personal invitation to a sales event from a sales associate will increase the likelihood that the customer will take advantage of the offer.
- A. True
 - B. False
24. You can tell a lot about what customers may want or need in the future based on what they purchase today.
- A. True
 - B. False
25. Add customers to your mailing list by:
- A. Taking address information from checks after they leave so you don't waste their time
 - B. Inviting them to add their names to a list
 - C. Either of the above

Answer Key for Workbook 6: Building the Sale, First Edition

Recommended response (Corresponding workbook page)

1. D (iii)	6. B (9)	11. C (12)	16. A (23)	21. B (47)
2. A (3)	7. E (10)	12. E (13-14)	17. D (63)	22. E (32)
3. C (3-5)	8. C (23)	13. C (18)	18. B (30)	23. A (49)
4. B (4)	9. D (10)	14. C (62)	19. D (32)	24. A (49)
5. A (9)	10. B (12)	15. B (62)	20. D (39)	25. B (49)