

Assessment

Workbook 7: Closing the Sale ***First Edition***

The objectives of this book are to help the user:

- Sell the customer additional or related merchandise
- Assist the customer in making purchase decisions
- Inform the customer of the store's exchange/return policy



Assessment Questions for Workbook 7: Closing the Sale, First Edition

Select the best response.

1. Closing the sale means:
 - A. You and your company succeed
 - B. The customers get what they want and need
 - C. Both of the above

2. Sales associates are most likely to play a key role in helping customers make purchase decisions if they work in:
 - A. A department store
 - B. A drug store
 - C. A grocery store
 - D. Any of the above

3. Customer comments that may indicate a customer is ready to buy include:
 - A. "Are alterations included in the price?"
 - B. "Does this come in a different color?"
 - C. "I've always wanted one of these."
 - D. A and C
 - E. All of the above

4. When a customer has selected a set of table linens and is moving toward the candle section, the sales associate's best approach is to:
 - A. Attempt to close the sale
 - B. Offer an encouraging comment
 - C. Leave the customer alone

5. Actions that may indicate a customer is ready to buy include:
 - A. Looking in a purse
 - B. Handling a product for the second or third time
 - C. Checking a shopping list and then putting it away
 - D. A and C
 - E. All of the above
6. If a customer asks, “Where would I find men’s dress shirts?” the customer is:
 - A. Asking for information
 - B. Giving a buying signal
7. A customer who asks, “Do you have a cedar bed big enough for this dog?” is most likely:
 - A. Asking for information
 - B. Giving a buying signal
8. A customer who asks, “Do you have the velvet robe shown on the cover of your catalog?” is:
 - A. Asking for information
 - B. Giving a buying signal
9. A customer who asks, “I love this sweater; can you find a size medium for me?” is:
 - A. Asking for information
 - B. Giving a buying signal
10. Posting your store’s return/exchange policy saves time because you do not need to review the policy with customers.
 - A. True
 - B. False
11. If a customer is uncertain, you may need to ask more questions.
 - A. True
 - B. False

12. The “Once in a Blue Moon” closing technique should:
- A. Hold the threat of missing out over the customer
 - B. Give customers information so they won’t miss out on a special opportunity
 - C. Both of the above
13. The “Looks Like a Perfect Match” closing technique:
- A. Reviews the features and benefits of the item the customer is considering
 - B. Acknowledges any objections the customer has raised
 - C. Both of the above
14. Reassuring your customer about the store’s return/exchange policy can help when a customer is having second thoughts.
- A. True
 - B. False
15. A store’s return policy should be posted at the cash register.
- A. True
 - B. False
16. It is not uncommon for a customer to have second thoughts if:
- A. The item is expensive
 - B. The customer has a hard time deciding
 - C. The item is a gift
 - D. All of the above
17. If you know that an item is not right for the customer, you should:
- A. Provide reassurance about the selection
 - B. Mention the store’s return policy
 - C. Remind the customer of the high quality of the product
 - D. None of the above

18. A liberal return policy:

- A. Can build customer loyalty
- B. Will save the company money
- C. Will not be abused by customers
- D. All of the above

19. Store return policies should:

- A. Not be discussed unless the customer is uncertain about the purchase
- B. Be quickly reviewed with each customer at the time of purchase

20. Suggesting additional merchandise that the customer may need to accompany a purchase:

- A. May frustrate and inconvenience customers
- B. Can make you a hero in the customer's view
- C. Can prevent full customer satisfaction
- D. None of the above

21. Popcorn would be a good add-on suggestion for a customer purchasing:

- A. A bird feeder
- B. A vacuum cleaner
- C. A video
- D. A camera

22. If a customer is purchasing cold medicine, you might suggest which of the following additional purchases?

- A. Batteries
- B. Birdseed
- C. Cleaning products
- D. Tissue

23. All of the following would be good add-on suggestions to a customer purchasing a winter coat *except*:

- A. A hat
- B. A sweater
- C. Gloves
- D. Muffler
- E. None of the above

24. If a customer is purchasing a camera, you might also suggest:
- A. Film
 - B. Batteries
 - C. A carrying case
 - D. Any of the above
25. The more confident you are with customers, the more satisfied they will be.
- A. True
 - B. False

Answer Key for***Workbook 7: Closing the Sale, First Edition******Recommended response (Corresponding workbook page)***

1. C (iii)	6. A (34)	11. A (13)	16. D (21)	21. C (28)
2. A (iii)	7. B (36)	12. B (14)	17. D (21)	22. D (42)
3. E (3)	8. A (35)	13. C (15)	18. A (22)	23. B (42)
4. B (4)	9. B (36)	14. A (21)	19. B (22)	24. D (42)
5. E (4)	10. B (22)	15. A (22)	20. B (27)	25. A (31)