

# Assessment

# ***Building & Closing the Sale***

***Revised Edition***

The objectives of this book are:

- To increase your chances of consistently successful sales by building rapport and trust
- To learn how to address questions and objections with confidence
- To show you how to tailor your sales demonstration to each client
- To teach you how to ask the right questions and keep your prospect's attention

■ CRISP<sub>series</sub>

Disclaimer: This assessment was written to test the reader on the content of the book. The publisher and author shall have neither liability nor responsibility to any person with respect to any loss or damage caused or alleged to be caused directly or indirectly by the assessment contained herein.

## **Assessment Questions for *Building & Closing the Sale, Revised Edition***

*Select the best response.*

1. The author suggests that building a relationship with a customer is more effective in making a sale than using special closing techniques.
  - A. True
  - B. False
  
2. In a first-time meeting, more weight is carried by:
  - A. Nonverbal communication
  - B. Verbal communication
  
3. A good technique to begin a sales presentation is to imitate your client's mood and manner.
  - A. True
  - B. False
  
4. To develop good sales questions, the best approach is to:
  - A. Pre-plan every question.
  - B. Have a genuine interest in learning more about people.
  
5. A good way to build rapport while a prospect is talking is to look in the prospect's:
  - A. Eyes
  - B. Dominant eye
  - C. Non-dominant eye
  
6. In the first minutes of building rapport, it is best to try to find something in common with a client.
  - A. True
  - B. False

7. Which step of the selling process should be completed first?
  - A. Product or service demonstration
  - B. Encouraging prospects to talk about their needs
  
8. Asking a provocative question:
  - A. Captures your prospect's attention
  - B. Tends to alienate your prospect
  - C. Is an inefficient use of time
  - D. B and C
  
9. Who has control of a sales discussion?
  - A. The person asking the questions
  - B. The person answering the questions
  
10. It is a good idea to say, "I'm not sure this will work for you" as a transition to getting more information.
  - A. True
  - B. False
  
11. Select the open-ended question:
  - A. "Does your company use padded mailers?"
  - B. "How do you feel about using padded mailers?"
  - C. "Would you like to hear about our padded mailers?"
  
12. When a prospect expresses negative views, it is best to:
  - A. Avoid them.
  - B. Try to minimize their impact.
  - C. Meet them head on.
  
13. It is appropriate to criticize your competition when talking with prospects.
  - A. True
  - B. False

14. Active listening includes:
- A. Asking appropriate open-ended questions
  - B. Resting during stressful sales calls
  - C. Accurately paraphrasing client comments
  - D. A and B
  - E. A and C
15. Most people:
- A. Buy with their emotions, then justify their decision with their intellect
  - B. Buy primarily with their intellect
16. It is useful to think of client objections as:
- A. Buying signals
  - B. Road blocks
  - C. Legitimate questions
  - D. A and B
  - E. A and C
17. If a client asks about the price of your product, it is a clue that he or she is interested in buying.
- A. True
  - B. False
18. You should present the details of your product:
- A. Early in the meeting with a client
  - B. Only when your prospect has agreed to its benefits
19. If you believe you can convince a client through emotional appeal, it is unnecessary to prepare intellectual proof.
- A. True
  - B. False

20. Most salespeople feel comfortable delivering a presentation on:
- A. All of their company's products or services
  - B. Seven or fewer products or services
  - C. Only one or two products or services
21. It is more difficult for salespeople to retrieve important information when they must deal with:
- A. An intimidating situation
  - B. Sales literature marked with personal notes
22. Trial closing questions are those that:
- A. Solicit customer feedback.
  - B. Make a final closing easier.
  - C. Ask for the sale.
  - D. A and B
23. It is a good idea to write down responses to potential objections for a wide variety of your company's products.
- A. True
  - B. False
24. If a client raises objections, you should realize that:
- A. There may be a hidden objection.
  - B. The client may not be the decision-maker.
  - C. A and B
  - D. None of the above
25. Good closing techniques include:
- A. Pressuring the client to say "yes"
  - B. Suggesting that someone else in the company would not object
  - C. Letting the client know how much time you have spent
  - D. All of the above
  - E. None of the above

**Answer Key for  
Building & Closing the Sale, Revised Edition**

*Recommended response (Corresponding workbook page)*

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|-----------|------------|------------|---------------|------------|
| 1. A (4)  | 6. B (32)  | 11. B (52) | 16. E (81)    | 21. A (76) |
| 2. A (20) | 7. B (37)  | 12. C (58) | 17. A (96)    | 22. D (79) |
| 3. A (28) | 8. A (41)  | 13. B (60) | 18. B (71)    | 23. A (77) |
| 4. B (26) | 9. A (47)  | 14. E (61) | 19. B (72)    | 24. C (85) |
| 5. B (27) | 10. A (44) | 15. A (65) | 20. B (73-74) | 25. E (95) |