

Assessment

Telemarketing Tips from A to Z ***First Edition***

The objectives of this book are:

- To present skills and techniques involved in effective telemarketing
- To show how to gain more from every call, both outgoing and incoming
- To indicate mistakes common to telemarketing and suggest how to avoid making them



Assessment Questions for *Telemarketing Tips from A to Z, First Edition*

Select the best response.

1. If you know your customer's name, you should sprinkle his name into your conversation with him.
 - A. True
 - B. False

2. You should organize your work area for the day:
 - A. At the beginning of the day
 - B. Never; making calls is more important than planning
 - C. At the end of the previous work day

3. If you need additional information while conversing with someone, you should echo back part of the person's statement as a question.
 - A. True
 - B. False

4. Typical customer needs include:
 - A. Higher quality
 - B. Greater savings
 - C. Better service
 - D. Faster delivery
 - E. All of the above

5. It's a good habit to use the same phrases over and over again with customers.
 - A. True
 - B. False

6. Your prospect asks, "So this can be delivered in two days?" The most appropriate response would be:
 - A. "Right."
 - B. "Yes."
 - C. "Yes, that's exactly right. You would receive delivery on Thursday if you ordered today."
7. Product "features" are facts. Product "benefits" describe what those facts will do for the customer.
 - A. True
 - B. False
8. If a prospect raises an objection, you should:
 - A. Ignore the objection and move on with your sales pitch
 - B. Convince the prospect that she is wrong
 - C. Ask for details
 - D. Take it as a personal insult
9. Your attitude affects the customer's perception of your company, products, and services.
 - A. True
 - B. False
10. When taking telephone messages, you should always record:
 - A. Caller's name
 - B. Caller's telephone number
 - C. Date and time of the call
 - D. All of the above
11. Even if a customer makes a humorous remark, you shouldn't try to be funny in return. There's no place for humor in a business call.
 - A. True
 - B. False

12. Which of the following could be considered weak, wimpy words?
- A. Perhaps
 - B. Think
 - C. Possibly
 - D. All of the above
 - E. A and C
13. The process of identifying a company's decision-maker is called:
- A. Qualifying
 - B. Head-hunting
 - C. Cold-calling
 - D. Research
14. The only difference between "nosy" and "naturally inquisitive" is the way you ask the question.
- A. True
 - B. False
15. The simplest way to come across as a friendly person over the phone is to smile as you're talking.
- A. True
 - B. False
16. Which would be the most appropriate way to begin a phone call with someone you haven't contacted before?
- A. "Mr. Jackson, I have got an incredible deal for you."
 - B. "Good afternoon, Mr. Jackson. I appreciate you having a few minutes for me."
 - C. "Good afternoon, Mr. Jackson. How are you today?"
17. You should determine an objective for every phone call before you dial the number.
- A. True
 - B. False

18. Which is an example of a dual closing question?
- A. “Would you prefer delivery on Friday or would Monday be better?”
 - B. “When would like to receive your order?”
 - C. “Would you like to buy now?”
19. A sale can only take place if a customer has a need and you are able to identify and fulfill that need with your product or service.
- A. True
 - B. False
20. When prospects decline to buy, they may be rejecting:
- A. Your price
 - B. Your company
 - C. You
 - D. All of the above
21. Inbound telemarketers often try to up-sell or cross-sell.
- A. True
 - B. False
22. Phrases such as “Let me be honest with you...” can help build rapport and trust with your customers.
- A. True
 - B. False
23. The word “let’s” starts motion and movement in a sales call because it:
- A. Invites cooperation with the customer
 - B. Allows you to maintain control of the conversation
 - C. Displays confidence in your ability
 - D. All of the above
 - E. A and C

24. Which of the following are product benefits?
- A. Neutral color coordinates with any décor
 - B. Electronic timer can start your coffee brewing while you're in the shower
 - C. Three flavor settings—extra strong, dark, or light
 - D. All of the above
 - E. A and B
25. Customers want your opinion and advice. Whenever possible, you should insert “I” sentences into your conversation, such as “I want you to try this” and “I say let's go!”
- A. True
 - B. False

Answer Key for
Telemarketing Tips from A to Z, First Edition

Recommended response (Corresponding workbook page)

1. A (34)	6. C (38)	11. B (23)	16. B (21)	21. A (2)
2. C (18)	7. A (8)	12. D (58)	17. A (30)	22. B (60)
3. A (15)	8. C (27)	13. A (43)	18. A (10)	23. D (32)
4. E (52)	9. A (41)	14. B (67)	19. A (52)	24. E (6)
5. B (56)	10. D (13)	15. A (48)	20. D (46)	25. B (25)