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Chapter 2
The Power to Choose Your Path: Careers in Sales

True/False Questions

1. The most successful salespeople know how to engage their customers in a way that helps the customers identify, for themselves, the way the product offered can deliver value.
   True; Easy

2. Speaking is the most important aspect of selling.
   False; Moderate

3. Salespeople who take notes, refer to written material, and are intently aware of their nonverbal cues can be extremely successful because they see and hear things that people who are talking just cannot absorb.
   True; Easy

4. It stands to reason that salespeople are "made" because they have the title.
   False; Moderate

5. It is important to remember that salespeople will hear "Yes, I'll take it" more frequently than they hear "no."
   False; Moderate

6. Most customers want the salesperson to ask for their order.
   True; Moderate

7. Dependence is especially important if the salesperson is calling on customers in person.
   False; Moderate

8. There are three traits that define a successful salesperson: IQ, EQ, and SQ.
   False; Easy

9. WII-FM is a radio station that everyone listens to.
   True; Moderate

10. A job in selling can be a gateway to wherever you want to go.
    True; Easy

11. There are three major distribution channels in which personal selling is conducted.
    False; Easy

12. Some companies engage in both B2B and B2C selling.

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True; Easy

13. Since consumer purchases are larger in value than B2B purchases, the selling process is usually longer.
    False; Moderate

14. Transactional selling is also called relationship selling.
    False; Easy

15. A strategic alliance is usually found in B2C environments.
    False; Moderate

16. Satisfied customers are the true measure of success in selling.
    True; Easy

17. Inside salespeople communicate with customers in a variety of ways.
    False; Moderate

18. Outside salespeople usually provide more tactical selling functions than inside salespeople.
    False; Moderate

19. Order-takers work to develop a relationship and solve customers' problems on an ongoing basis.
    False; Moderate

20. Order-getters interact with customers to consummate a sale, but their role does not require planning or consultative selling.
    False; Moderate

21. Missionary selling involves salespeople calling on customers who are the ultimate purchaser.
    False; Moderate

22. What makes direct selling so appealing is the fact that you are your own boss.
    True; Easy

23. Pyramiding is a practice that offers incentives simply for recruiting new members of the network or IBOs.
    True; Easy

24. Trade unions may qualify as non-profit organizations.
    True; Easy

25. The outlook for personal selling in the United States is quite weak.
    False; Moderate

26. The only purpose for a résumé and cover letter is to get an interview.
    True; Moderate

27. Your brand points are the foundation of your résumé and cover letter.

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True; Easy

28. Executives in all industries encourage students and young professionals not to exceed three pages for your résumé.
False; Moderate

29. One of the most critical things to remember in making a résumé is to put the most important things last.
False; Easy

30. It is best to avoid a long list of generic activities at the end of your résumé.
True; Moderate

31. Bullet points are better than a narrative format because they are easier for the reader to skim.
True; Easy

32. Your grade point average is an important requirement on a résumé.
False; Moderate

33. Some résumés are never even considered because of a typo or grammar error.
True; Moderate

34. A cover letter has two major sections.
False; Easy

35. Your cover letter should be limited to two pages and should include the same font that you used for your résumé.
False; Moderate

Multiple Choice Questions

36. The single defining trait for a salesperson is _____.
    a. character
    b. communication skills
    c. relationship building skills
    d. the "gift of gab"
    e. learning
    a; Easy

37. A good salesperson uses his _____ skills to connect with a customer.
    a. technical
    b. personal
    c. job
    d. professional
    e. societal
    b; Easy

38. What is the most important aspect of selling?
    a. Speaking
    b. Technical skills

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c. Listening
d. Societal skills
e. Language

c; Easy

39. Which of the following about salespeople is false?
    a. Great salespeople set goals for themselves, achieve them, and celebrate those achievements.
    b. Great salespeople visualize what they want, then put together a plan to get it.
    c. Salespeople have to be students of the business.
    d. Salespeople are "made" because they have the title.
    e. Salespeople must not only have product knowledge, they must also learn skills that will make them more effective as salespeople.

    d; Moderate

40. Gen Y are also known as _____.
    a. Tweens
    b. Baby Boomers
    c. the Silent Generation
    d. Baby Busters
    e. Millennials

    e; Easy

41. Which of the following is true?
    a. Most customers will themselves ask the salesperson for their order.
    b. Successful salespeople should be wary when asking for an order.
    c. Great salespeople go beyond the norm to explore and test the waters.
    d. The salesperson will hear "Yes, I'll take it" more frequently than "no."
    e. Successful salespeople can set themselves apart by not taking too many business risks.

    c; Moderate

42. Which of the following statements is true?
    a. Few sales positions require independence, self-motivation, or discipline.
    b. The traits of independence, self-motivation, and discipline are not complementary.
    c. Independence is most important when you are talking to customers via telephone.
    d. Having independence means that you set your schedule and do what you need to do to meet your sales goals.
    e. Independence means that you have to be able to manage your time with the help of your bosses and colleagues.

    d; Moderate

43. Which of the following about the importance of flexibility in sales is true?
    a. You have to be flexible based on your needs.
    b. Most sales positions are 9-to-5 jobs.
    c. You have to be available when your customers want to buy.
    d. Being flexible does not have any advantages.
    e. Being flexible is the most important characteristic of a salesperson.

    c; Moderate

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44. _____ is the element that sets you apart from other salespeople and makes your prospects and customers believe in you and your product or service.
    a. Passion
    b. Flexibility
    c. Authority
    d. Self-motivation
    e. Discipline
    a; Moderate

45. There are three traits that define a successful salesperson: IQ, EQ, and _____.
    a. SQ
    b. GQ
    c. XQ
    d. MQ
    e. ZQ
    c; Easy

46. IQ or intelligence quotient is also known as _____.
    a. business intelligence
    b. emotional intelligence
    c. executional intelligence
    d. multiple intelligence
    e. competitive intelligence
    a; Easy

47. Emotional intelligence is _____.
    a. the skills, technologies, and practices used to support decision making
    b. also known as business intelligence
    c. a good way to approach and to follow up sales
    d. the ability to execute a sale
    e. the ability to create a rapport and build trust
    e; Moderate

48. Executional intelligence is _____.
    a. the ability to create a rapport and build trust
    b. a good way to approach and to follow up sales
    c. also known as business intelligence
    d. the other term for intelligence quotient
    e. the capacity to recognize, assess, and manage the views of one's self and of others
    b; Moderate

49. The role of a salesperson can be summed up in one sentence: "Salespeople are _____."
    a. order-takers
    b. distribution channels
    c. order-getters
    d. value creators
    e. people developers
    d; Moderate

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50. If you go to the Apple store, at virtually any hour it is filled with customers. The salespeople are not just those that are pushing a product, hoping that you buy so that they make their sales quota; they are experts who know everything about the products in the store. These salespeople are examples of _____.
    a. people developers
    b. order-getters
    c. value creators
    d. order-takers
    e. distribution channels
    c; Moderate

51. When compensation is determined based on the results delivered, it is called _____.
    a. gainsharing
    b. pay-for-performance
    c. salary cap
    d. living wage
    e. overtime rate
    b; Easy

52. Which of the following about sales is true?
    a. Being in sales does not make one necessarily responsible for the future of the company.
    b. Sales is considered a "salary cap" profession.
    c. In sales, you can determine your income because it is usually limited to a specific number.
    d. Selling could give you the satisfaction of providing solutions to people.
    e. In most sales positions, you only earn a salary.
    d; Moderate

53. Intel sells computer chips to Toshiba to manufacture laptop computers. This is an example of _____ selling.
    a. creative
    b. B2B
    c. missionary
    d. B2C
    e. indirect
    b; Easy

54. When Sears and K-Mart sell Kenmore washers and dryers to consumers, it is _____ personal selling.
    a. B2B
    b. B2G
    c. B2E
    d. B2C
    e. C2C
    d; Moderate

55. Which of the following is an example of B2B selling?
    a. A waiter taking your order at a restaurant.
    b. A salesperson helping you find jeans in your size at American Eagle Outfitters.
    c. Sears and K-Mart selling Kenmore washers and dryers to consumers.

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d. A real estate agent showing you a house.
e. A fabric company selling cotton fabric to Gap to make their T-shirts.

e; Moderate

56. Which of the following is an example of B2C selling?
    a. Whirlpool sells washers and dryers to Sears and makes them to the specifications determined by Sears for the Kenmore name.
    b. A fabric company sells cotton fabric to Gap to make their T-shirts.
    c. A salesperson helps you find jeans in your size at American Eagle Outfitters.
    d. Going to McDonald's and a salesperson asks you if you want fries with your order.
    e. Intel sells computer chips to Toshiba to manufacture laptop computers.

    c; Moderate

57. In comparing B2B with B2C selling, B2B selling
    a. involves much smaller purchases.
    b. means that a company is selling a product directly to you as the ultimate consumer.
    c. are smaller in value than consumer purchases.
    d. engages with fewer customers.
    e. has a shorter selling process.

    d; Moderate

58. In comparing B2B with B2C selling, B2C selling:
    a. has relatively few potential customers.
    b. involves larger purchases.
    c. involves a relatively short selling cycle.
    d. involves multiple influencers and decision makers.
    e. involves more difficulty in identifying influencers and decision makers.

    c; Moderate

59. Transactional selling :
    a. efficiently matches the customer's needs in an operational manner.
    b. involves a long-term or ongoing relationship between the seller and the buyer.
    c. involves the salesperson providing ideas to the customer based on customer needs.
    d. occurs when the salesperson changes behavior during a customer communication to positively impact the outcome.
    e. occurs only in B2C situations.

    a; Moderate

60. Consultative selling is also called _____.
    a. transactional selling
    b. adaptive selling
    c. relationship selling
    d. procedural selling
    e. operational selling

    c; Easy

61. Relationship selling:

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a. takes place when there is a short-term relationship between the customer and the seller.
b. is also called transactional selling.
c. efficiently matches the customer's needs in an operational manner.
d. takes place only in B2C environments.
e. occurs when the salesperson takes on the task of truly understanding the customers' needs and providing solutions to meet those needs.

e; Moderate

62. Adaptive selling:
a. efficiently matches the customer's needs in an operational manner.
b. is the type of selling in which a salesperson changes behavior during a customer communication to positively impact the outcome.
c. occurs when buyers and sellers work together to create opportunities for both companies that would not exist without the relationship.
d. takes place only in B2B environments.
e. is also called transactional selling.

b; Moderate

63. Strategic alliance:
a. is also called transactional selling.
b. is also called consultative selling.
c. is also called adaptive selling.
d. involves buyers and sellers working together to create opportunities for both companies that would not exist without the relationship.
e. efficiently matches the customer's needs in an operational manner.

d; Moderate

64. An inside salesperson:
a. is also called a relationship seller.
b. generally is the primary driver of sales and costs of sales.
c. performs selling functions, but does not actually meet with the customer face-to-face.
d. rarely, if ever, meets face-to-face with customers.
e. interacts with customers by phone, email, text, or social networking.

d; Moderate

65. An outside salesperson:
a. usually works inside the office.
b. rarely, if ever, meets face-to-face with customers.
c. performs selling functions such as providing information, and taking orders.
d. usually provides more tactical selling functions such as providing product information, and follow-up on details.
e. meets face-to-face with customers and performs a variety of sales functions.

e; Moderate

66. Which of the following about inside and outside salespeople is true?
a. Today, many companies are converting inside salespeople to outside salespeople to further reduce selling costs.
b. For many B2B and B2C companies, the inside salespeople are generally the primary drivers of sales and costs of sales.

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c. Companies have traditionally used outside salespeople because they are part of a strategy that helps keep selling costs low.
d. Advances in technology are blurring the lines between inside and outside salespeople by providing platforms for inside salespeople to be more collaborative and consultative.
e. Outside salespeople usually provide more tactical selling functions such as providing product information, follow-up on details, and keeping the customer informed of basic information.

d; Moderate

67. Sales associates _____.
a. are experts in a specific product or service area
b. participate in sales calls after the customer shows an interest to demonstrate use and applications of the product
c. provide outbound calls to customers to follow up
d. take orders, process orders internally, and follow-up as necessary with the customer
e. identify and develop new customers

e; Moderate

68. Which of the following about the Customer Relationship Manager is true?
a. This role is usually a part of selling organizations that provide long-term professionals services.
b. The Customer Relationship Manager is an expert in a specific product or service area.
c. The Customer Relationship Manager participates in sales calls after the customer shows an interest to demonstrate use and applications of the service.
d. The Customer Relationship Manager takes orders, provides product information, processes orders internally, and follows up as necessary with the customer.
e. The Customer Relationship Manager is responsible for a group of customers with primary responsibility to develop and maintain close relationships with existing customers.

a; Moderate

69. Who amongst the following is responsible for providing outbound or inbound contact with customers over the phone?
a. Technical Specialist
b. Telesales Representative
c. Customer Relationship Manager
d. Business Development Manager
e. Sales Representative

b; Moderate

70. A salesperson who consummates sales by undertaking orders from customers is a(n) _____.
a. transactional seller
b. order-getter
c. inside salesperson
d. order-taker
e. adaptive seller

d; Moderate

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71. A salesperson who develops sales through relationship selling and repeat sales is a(n) _____.
    a. order-taker
    b. transactional seller
    c. order-getter
    d. inside salesperson
    e. adaptive seller
    c; Moderate

72. Which of the following is considered an order-taker?
    a. Business development manager
    b. Account manager
    c. Territory manager
    d. Customer relationship manager
    e. Customer service rep
    e; Moderate

73. Why are territory managers considered order-getters?
    a. They actually work to develop a relationship and solve customers' problems on an ongoing basis.
    b. They interact with customers to consummate a sale.
    c. Their role does not require planning or consultative selling.
    d. They develop sales through transactional selling and repeat sales.
    e. They are part of a strategy that helps keep selling costs low.
    a; Moderate

74. Salespeople who contact key influencers and discuss product or service benefits are performing _____.
    a. adaptive selling
    b. transactional selling
    c. consultative selling
    d. missionary selling
    e. direct selling
    d; Moderate

75. The sale of a consumer product or service away from a fixed retail location is called _____.
    a. B2B selling
    b. direct selling
    c. B2C selling
    d. entrepreneurial selling
    e. global selling
    b; Moderate

76. A direct salesperson who distributes a company's products or services and earns income based on the sales is a(n) _____.
    a. transactional seller
    b. missionary seller
    c. inside salesperson
    d. outside salesperson

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e. independent business owner
e; Moderate

77. Which of the following about multi-level marketing (MLM) is false?
    a. MLM is also called telemarketing.
    b. MLM operates on the principle that if you sell to your friends and they, in turn, sell to their friends, your opportunity to earn money expands significantly with every contact.
    c. Being a part of an MLM company can offer significant earning potential.
    d. MLM allows IBOs to invite other people to sell the products and earn money based on the sales of those they recruited.
    e. Many direct selling companies engage in multi-level marketing.
    a; Moderate

78. A business practice that is not sustainable and involves the exchange of money simply for recruiting people to participate in a multi-level selling business without the benefits of sales is a(n) _____.
    a. adaptive scheme
    b. missionary scheme
    c. pyramid scheme
    d. consultative scheme
    e. transactional scheme
    c; Moderate

79. A(n) _____ is a summary of a person's background and experience.
    a. cover letter
    b. essay
    c. résumé
    d. social style matrix
    e. brand story
    c; Easy

80. A _____ is the highlight of what your personal brand has to offer to prospective employers.
    a. brand point
    b. skills inventory
    c. mission statement
    d. brand story
    e. vision statement
    d; Easy

Short Answer Questions

81. What does a good salesperson use to connect with a customer?
    Personal skills.
    Easy

82. Why is listening, rather than speaking, the most important aspect of selling?
    Speaking is not the most important aspect of selling—listening is, because "salespeople are communicators, not manipulators."
    Moderate

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83. Give some examples of the ability of salespeople to ask for orders.
"Would you like fries with your hamburger?", "What can I get you for dessert?", and "Would you like to pay with credit or debit?" are all examples of salespeople asking for the order.
Moderate

84. What are the three traits that define a successful salesperson?
The three traits that define a successful salesperson are: business intelligence (IQ or intelligence quotient), the ability to create rapport and build trust (EQ or emotional intelligence), and a good way to approach and to follow up sales (XQ or executional intelligence; the ability to execute the sale).
Moderate

85. Compare and contrast business-to-business with business-to-consumer selling. Give an example of each.
Business-to-business (B2B) is when businesses sell products or services to other businesses for consumption by the ultimate consumer. For example, Whirlpool sells washers and dryers to Sears and makes them to the specifications determined by Sears for the Kenmore name, before they are sold in Sears and K-Mart stores.
On the other hand, the transactions in which you as a consumer participate are business-to-consumer (B2C), which means that a company is selling a product or service directly to you as the ultimate consumer. In the example above, when Sears and K-Mart sell the Kenmore washers and dryers to consumers, it is B2C personal selling.
Moderate

86. Compare and contrast transactional with consultative selling. Give examples of each.
When you go to McDonald's and a salesperson asks you if you want fries with your order, there is not much involved on the part of the salesperson. This is a selling situation that matches the needs of the buyer efficiently with the operation, but it does not require a personal relationship or detailed product information to consummate the sale. The product or service is of low dollar value, and no additional contact is required for the sale. This is called transactional selling, and it occurs in B2C situations, as well as B2B situations.
On the other hand, consultative selling takes place when there is a long-term or ongoing relationship between the customer and the seller, and the salesperson takes on the task of truly understanding the customers' needs and providing solutions to meet those needs. Consultative selling takes place in both B2B and B2C environments. For example, if you were working with a financial advisor to develop a retirement plan, the advisor would be consulting you on the best ways to save and how to best invest your money. And she would adapt to your needs based on your feedback. If you told her, "I don't want to be in such high-risk investments," this would prompt her to adapt her selling behavior to better match your needs.
Moderate

87. What is missionary selling? Explain with an example.
If you were a doctor and an account manager from a pharmaceutical company called on you and discussed certain products with you so that you can then write prescriptions for your patients, that would be considered missionary selling because the sales rep would be telling you about the product, but you are not the ultimate

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purchaser. In this case, the sales rep is calling on you so that you adopt the product, and, as a result, your patients purchase the product.
Moderate

88. Briefly describe on non-profit selling.
Non-profit organizations are those that use their proceeds to re-invest in the cause and are granted "tax-exempt" status from federal and other taxes. Religious organizations, charitable organizations, trade unions, and other specifically defined organizations may qualify as non-profit. Fund-raising and the development of endowments are the lifeblood of non-profit organizations. If you have a passion for a particular cause and want to focus on making a contribution by choosing a career in the non-profit sector, you can find selling opportunities at many organizations. Although you may want to volunteer for some organizations before you make a career choice, there are paying career fund-raising and development positions in the non-profit sector.
Moderate

89. Mention some of the things that should not be included on your résumé.
A few things that should not be included on your résumé are "References available upon request," "Hobbies and Activities," or a photo. Prospective employers expect to check your references; you should have more substantial things to put on your résumé than hobbies and activities; and many companies cannot consider résumés with photos as it would be considered discrimination.
Moderate

90. List the three major sections of a cover letter.
A cover letter has three major sections:
a. First paragraph—introduction and purpose for your letter
b. Second paragraph—why you think you will bring value to the company (this is where you include your brand points)
c. Third paragraph—closing and follow-up
Moderate

91. You are working in sales for a reputed investment brokerage firm. You are scheduled to meet a very influential person at a previously agreed upon time, who can not only invest a huge sum, but also bring in other powerful individuals to your firm. As is the norm, you are making a final call with him to confirm the appointment. The call goes thus:
You: Good morning. As per our earlier discussion, I will be waiting for you at your reception desk at eleven thirty a.m. Is there anything specific that you want me to carry for the meeting?
He: Good morning, I am sorry, I will not be able to meet you in the morning as I have some urgent important meetings scheduled. I can make time for you today in the evening, say around eight p.m., as my schedule for the next week is also full.
Given that the customer has suddenly changed his plans, what trait will you exhibit to meet the customer's requirement?
You have to exhibit flexibility here since the customer, an influential person by himself, is still willing to make time for you to meet.
Moderate

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Fill in the Blanks

92. _____, the combination of your beliefs, tendencies, and actions that you take, is the single defining trait for a salesperson.
Character; Easy

93. _____, encompassing independence, self-motivation, discipline, and flexibility, is the element that sets you apart from other salespeople.
Passion; **Moderate**

94. Even in these days of iPods and Pandora, WII-FM, which stands for _____, is a radio station that everyone listens to.
What's In It For Me; Moderate

95. Sales is considered a _____ profession.
pay-for-performance; Moderate

96. A strategic alliance is usually found in _____ environments.
B2B; Easy

97. Companies have traditionally used _____ salespeople because they are part of a strategy that helps keep selling costs low.
inside; **Moderate**

98. Network marketing is also called _____ marketing.
multi-level; **Moderate**

99. Just like for-profit businesses, _____ is the engine of non-profit organizations as well.
selling; Moderate

100. It is a good idea to have a final heading for _____ at the end of your résumé.
Skills; Easy

101. Your _____ points should help reinforce your brand points with details of how you delivered on those points.
bullet; Moderate

Role Play Question

102. Read the following scenario and perform the role play. The evaluation is done based on the scoring sheet provided below.

Scenario:
You are a student career counselor. Your job is to learn the personality traits of students and suggest a career that suits their personality. You are now meeting a student from a college who wants to choose a career in sales but wants to be sure that it is the right profession for him.

What questions will you ask the student to determine if he has the aptitude for sales?

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Considering sales can be a difficult career over the long term, what key factors will help you determine if the student can make a success of his profession in the long term?
Considering sales by itself has many avenues, what will be your key areas to determine which particular sales avenue the student best fits into?

Role: Prospective candidate
You have just finished college with good grades. You have seen success stories of seniors from your college in sales and you're seriously considering getting into it to emulate them as you have developed an interest in sales. You are now meeting a student counselor to check your aptitude for sales and to determine if this career is suited for you.

What questions will you ask the counselor that will help make your decision?
What factors will help you determine that your long-term goals are in tune with your newfound curiosity about sales?
How will you know your personality and aptitude are cut out for sales vis-à-vis other professions?

Power (Role) Play Scoring Sheet

Instructions: Use this checklist to provide feedback to role players and discussion for the class. You may make copies and ask the student observers to complete after each role-play, then discuss in class. Or, project the checklist on the screen and use as a discussion point for comments after each role-play.

Class:
Chapter: 2
Role: Student

Role Play Attribute	**Score on a scale of 1 – 5 (1 being lowest)**	**Comments**
1. Open about his personality traits.		
2. Ability to blend long-term vision with present curiosity.		
3. Able to differentiate own personality to the requirement in sales.		
Total Score		
Overall comments		

Role: Counselor

Role Play Attribute	**Score on a scale of 1 – 5 (1 being**	**Comments**

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	lowest)	
1. Provided correct facts to the candidate to make informed decision.		
2. Differentiated between the student's curiosity and passion.		
3. Gauged the student for strengths such as communication, character, personality, ability to build trust, and ability to connect.		
4. What will be your key rating points to make an informed decision on the student's attitude for sales?		
Total Score		
Overall comments		

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