

## Chapter 11 Sample Questions on Sales Force

1. Salespeople who interact with the purchasing agents of an organization would be classified as what type of salespeople?
  - a. Business-to-consumer
  - b. Business-to-business
  - c. Business-to-professional
  - d. Event planning
2. If salespeople already have a large number of well-established clients, which step in the personal selling process becomes minimized?
  - a. preapproach
  - b. follow-up
  - c. closing the sale
  - d. generate and qualify leads
3. A sales presentation should be developed with a focus on
  - a. an explanation of the product's features and benefits
  - b. a standard, reliable sales pitch
  - c. the customer's unique problems and needs
  - d. an in-depth explanation of the product/service that makes the customer an expert as well
4. If a company is concerned about the cost of hiring salespeople, they should utilize
  - a. sales support staff
  - b. manufacturer representatives
  - c. a company sales force
  - d. a fully salaried sales force
5. All of the following are personality characteristics that a hiring manager should primarily focus on when hiring a salesperson EXCEPT
  - a. optimistic
  - b. self-motivated
  - c. empathetic
  - d. intelligence
6. In which of the following situations is personal selling most appropriate to use?
  - a. a retailer is selling standard, American-style beer (e.g. Bud Light, Miller Lite, etc.)
  - b. a retailer is selling personal hygiene products
  - c. a retailer is selling multiple brands of personal computers
  - d. a retailer is selling inexpensive shoes

### Answers

1. B   2. D   3. C   4. B   5. D   6. C