

Think Critically

1. Why is selling important to a business?

 2. Why is it important to meet customer needs and wants in the selling process?

 3. What is the purpose of sales promotions?
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True or False

- ____ 1. Entrepreneurs will need personal selling skills only if they are going into sales.
 - ____ 2. A salesperson is often the only representative of the company the customers ever come in contact with.
 - ____ 3. Personal selling is direct communication between a prospective buyer and a sales representative in which the sales representative attempts to influence the prospective buyer in a purchase situation.
 - ____ 4. Benefits are the physical characteristics or capabilities of the product or service.
 - ____ 5. Customers will usually always need the aid of a salesperson when making lower-level needs purchases.
 - ____ 6. When customers know exactly what they want, the fulfillment of their needs is referred to as need satisfying.
 - ____ 7. Satisfying a need is sometimes called problem resolution.
 - ____ 8. Emotional buying decisions are based on the desire to have a specific product or service.
 - ____ 9. Sales promotions are seldom sound business practices because discounts take away from profits.
 - ____ 10. A coupon is a type of rebate.
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Multiple Choice

- ____ 1. A critical factor in the success of any business is (a) an entrepreneur's selling skills, (b) a large advertising budget, (c) making sure press releases are well written, (d) offering sales promotions at least once a month.

- _____ 2. Personal-selling skills become more important when customers (a) know exactly what they want, (b) try to satisfy their basic needs, (c), are making rational buying decisions, (d) seek to meet their upper-level needs.
- _____ 3. The physical characteristics or capabilities of a product or service are called (a) benefits, (b) features, (c) add-ons, (d) options.
- _____ 4. Using the phone to market your product is called (a) visual marketing, (b) telemarketing, (c) spam, (d) annoying.
- _____ 5. Which of the following is not a rational buying motive? (a) Safety, (b) Product quality, (c) Protection (d) Convenience.
- _____ 6. The first step in the consumer decision-making process is to (a) identify solutions, (b) define the problem, (c) gather information, (d) evaluate alternatives.
- _____ 7. Contests, coupons, free samples, and rebates are examples of (a) telemarketing, (b) sales promotion, (c) publicity, (d) advertising.
- _____ 8. The use of logos or signs to market your product or service is called (a) spamming, (b) junk calling, (c) phishing, (d) visual marketing.

Problem Solving

- 1. In the table below, identify three products you or your family recently purchased. List some features and benefits of each product.

Product	Features	Benefits

- 2. You are a salesperson in a mobile phone store. The brand-new Yakker 6800 Mobile Phone has all of the features listed in the table below. A customer has entered the store and is interested in the Yakker 6800. Associate each of the product features with a possible corresponding benefit for this customer.

Features	Benefits
Unique and Innovative Design	
Ultra High-Resolution Color Display	
Compact Size	
High Megapixel Camera	
Synchronize Data Wirelessly	
Speed Dial	