

*Sports & Entertainment Marketing Curriculum***UNIT 7 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

- _____ 1. The negotiation of an event contract with a facility or venue is not an example of the sales process.
- _____ 2. An inside sales staff solicits face to face sales appointments with potential customers.
- _____ 3. Customer benefits are the advantages or personal satisfaction a customer will get from a good or service.
- _____ 4. The action of increasing customer awareness and interest in company products and services is not considered selling.
- _____ 5. The sales call is the first step in the sales process.
- _____ 6. An effective sales presentation will leave the prospective customer with the feeling that his or her company needs will be met by what the seller has to offer.
- _____ 7. To be effective, direct mail must be targeted.
- _____ 8. Internet selling is a form of e-commerce and is executed using the Internet.
- _____ 9. Prospecting does not require extensive research.
- _____ 10. Referrals can be a very effective means for generating new sales.
- _____ 11. The sales process does not include customer service activities.
- _____ 12. Sales professionals do not have to believe in the products and services they are selling to enjoy a successful sales career.
- _____ 13. Responding quickly to customer complaints is an easy way for an organization to improve its customer service efforts.
- _____ 14. Promotion is the same thing as advertising or marketing.
- _____ 15. The customer service experience begins when the customer leaves for the event and does not conclude until they have left their parking space.
- _____ 16. Trade shows and other exhibition events could be included in the promotion mix.
- _____ 17. Event promotions focus on a single event, as opposed to multiple events.
- _____ 18. Sales promotions are usually long term, encouraging consumers to take the time to make the best possible purchasing decision.

- _____ 19. Employers look for self motivated individuals when hiring sales professionals.
- _____ 20. For most segments of the sports and entertainment industry, less than 10% of all consumers are referred by word of mouth from existing customers.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- _____ 1. 1. _____ is selling a variety of products or services that meet virtually any customer needs and/or wants.
a. Customer service b. Full-menu marketing
c. Feature-benefit selling d. Need-based selling
- _____ 2. Which of the following is a common characteristics or personality trait of a successful sales professional?
a. The salesperson must believe in the product
b. The salesperson must have self confidence
c. The salesperson should be a good listener
d. All of the above
- _____ 3. 3. Which of the following is not a step in the sales process?
a. Presentation/proposal b. Evaluation
c. Service d. None of the above
- _____ 4. _____ exist as a tool to help generate sales and retain existing customers:
a. Promotions b. Management teams
c. Sports d. Entertainment
- _____ 5. Which of the following is not an example of an objection?
a. "Where do I sign?"
b. "That isn't in the budget..."
c. "I need to discuss this with my business partner first..."
d. "No way. Not in a million years..."
- _____ 6. Sports promotion could describe the process of _____.
a. Athlete representation b. Marketing consulting
c. Sponsorship fulfillment d. All of the above
- _____ 7. Which of the following characteristics do employers look for in individuals when hiring sales professionals?
a. Intimidating personality b. An excellent "poker face"
c. A strong work ethic d. Someone who enjoys talking
- _____ 8. _____ focus on a single event, as opposed to multiple events and could include fireworks displays, film sneak previews, entertainment acts and special appearances.
a. Event promotions b. Sponsorship programs
c. Ticket sales d. All of the above

- _____ 9. _____ is a very detail oriented process requiring careful research and analysis of companies that have potential as consumers to become a customer.
- a. Customer service
 - b. Networking
 - c. Prospecting
 - d. None of the above
- _____ 10. A proposal is typically _____.
- a. Non-negotiable
 - b. Customized to cater to specific customer needs
 - c. Not created with customer's best interests in mind
 - d. None of the above
- _____ 11. _____ refers to sales professionals that primarily communicate with customers in person.
- a. Inside sales
 - b. Outside sales
 - c. Professional sales
 - d. Corporate sales
- _____ 12. Contest giveaways, lucky game programs/lucky seat promotions and giveaways at the door are examples of _____ promotions.
- a. Sales promotions
 - b. On-field promotions
 - c. Event promotions
 - d. In-venue promotions
- _____ 13. _____ are the basic, physical, and extended characteristics of an item.
- a. Product features
 - b. Product benefits
 - c. Product values
 - d. None of the above
- _____ 14. Which of the following is a common sales strategy?
- a. Transactional selling
 - b. Collaborative selling
 - c. Team selling
 - d. All of the above
- _____ 15. _____ refers to the efforts of an organization to secure new business from prospective customers via outbound phone calls.
- a. Direct mail
 - b. Publicity
 - c. Telemarketing
 - d. All of the above
- _____ 16. _____ occur when an existing customer recommends another organization or individual to a sales professional as a potential customer.
- a. Cold calls
 - b. Referrals
 - c. Telemarketing
 - d. None of the above
- _____ 17. _____ is a strategy in which a sales professional will seek additional sales opportunities by involving him/herself in local organizations and functions in an effort to connect with as many new people as possible.
- a. Community involvement
 - b. Community relations
 - c. Networking
 - d. A and B above
- _____ 18. _____ refer to a sales professional's effort to generate new business through outgoing telephone calls without any previous communication with the call's recipient.
- a. Inside sales
 - b. Networking
 - c. Referral
 - d. Cold call

- _____ 19. What type of marketing involves activities one business makes in effort to sell their products and services to another business?
- Business Direct
 - B.O.B.
 - B2B
 - None of the above
- _____ 20. A specific promotional strategy could include _____.
- Sales promotion
 - In-venue promotion
 - Event promotion
 - All of the above

Matching

Match each item with the correct corresponding definition below.

- | | | |
|----------------------------|---------------------|---------------|
| a. Sales | b. Personal selling | c. Promotion |
| d. Feature-benefit selling | e. Promotion mix | f. Up selling |
| g. Customer service | h. Objections | i. Proposal |
| j. Close | | |

- _____ 1. Consists of any combination of advertising, sales promotion, publicity, direct marketing, and personal selling.
- _____ 2. Action taken by the seller to make the relationship between the organization and its customers is satisfactory.
- _____ 3. Any person-to-person communication in which the seller has an opportunity to influence the consumer's buying decisions.
- _____ 4. A written recommendation of products or services his or her organization may offer to meet those customer needs uncovered in the needs analysis.
- _____ 5. The process of selling additional products to a customer at the time of the order.
- _____ 6. The stage of the sales cycle where the prospective customer and the sale professional come to an agreement in which the customer commits to a purchase of some kind.
- _____ 7. Any form of communication used to inform, persuade, or remind people about a business's products or services.
- _____ 8. The process of determining customer needs and wants through planned, personalized communication intended to influence purchase decisions and ensure satisfaction.
- _____ 9. A prospective customer's concerns or hesitations in making a purchase decision.
- _____ 10. A sales process which involves the matching of specific product features to a customer's needs and wants

Short Answer

1. List three examples of a sales activity in sports and entertainment marketing.
2. List three different personal selling categories in the sports and entertainment industry.
3. List five common characteristics of successful sales professionals.
4. List and give examples of three types of promotions.
5. Identify three components of the promotions mix.

Essay

1. Explain the steps in the sales process.
2. Explain the importance of customer service.