**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_F\_\_\_\_ | Inside sales is any person-to-person communication in which the seller has an opportunity to influence the consumer’s buying decisions. |
| 2. | \_\_\_F\_\_\_\_ | The popularity of e-commerce is declining. |
| 3. | \_\_\_T\_\_\_\_ | The feature-benefit selling process involves matching specific product attributes to a customer’s needs and wants. |
| 4. | **\_\_\_**T**\_\_\_\_** | Referrals provide an effective means for generating new sales and also impact retention efforts. |
| 5. | \_\_\_T\_\_\_\_ | Good sales professionals have a combination of personality traits and characteristics that help them succeed at their job. |

## MULTIPLE CHOICE (5 questions)

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

\_\_\_\_D\_\_\_1. Which of the following is an example of sales?

a. Selling a new vehicle at a Tesla dealership b. Soliciting donations for a nonprofit   
 organization

c. Negotiating the terms of a $2 million contract d. All are examples of sales  
 with a potential customer

\_\_\_\_C\_\_\_ 2. \_\_\_\_\_\_\_ is when a sales professional sells company products and services over the phone, online, or through other means of communication from inside the company’s office.

a. Outside Sales b. Feature-Benefit Sales

c. Inside Sales d. Telemarketing

\_\_\_\_A\_\_\_ 3. \_\_\_\_\_\_\_ is when a sales professional communicates with potential customers in person, either onsite or at the   
 prospect’s place of business.

a. Outside Sales b. Feature-Benefit Sales

c. Inside Sales d. Full menu sales

\_\_\_\_D\_\_\_ 4. \_\_\_\_\_\_ is selling a variety of products or services that meet virtually any customer needs and/or wants.

a. E-Commerce b. Feature-benefit sales

c. Direct mail d. Full menu sales

\_\_\_B\_\_\_\_ 5. What is the final step in the sales process?

a. Follow-up b. Evaluation

c. Presentation and proposal d. Close

## SHORT ANSWER (2 questions)

1. Explain prospecting as it relates to the sales process.

Prospecting is the process of consistently researching for and seeking out new customers for an organization’s products and services. This is a very detail-oriented process requiring careful research and analysis.

Sales professionals may explore several avenues when prospecting to develop quality sales leads:

* Trade Shows
* Industry Events
* Networking Events
* Consumer Lists
* Directories
* Industry Publications

2. List five (5) qualities of a good sales professional

Student answers will vary.

1. Belief in the product
2. Good listener
3. Sense of humor
4. Self-motivated and self-disciplined
5. Strong work ethic
6. Personable
7. Knowledgeable
8. Someone who asks questions and listens
9. Self-confident (not to be confused with arrogant!)
10. Strong ability to build relationships
11. Capable of handling the inevitable frequent rejection
12. Effective time management skills