**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Inside sales is any person-to-person communication in which the seller has an opportunity to influence the consumer’s buying decisions. |
| 2. | \_\_\_\_\_\_\_ | The popularity of e-commerce is declining. |
| 3. | \_\_\_\_\_\_\_ | The feature-benefit selling process involves matching specific product attributes to a customer’s needs and wants. |
| 4. | \_\_\_\_\_\_\_ | Referrals provide an effective means for generating new sales and also impact retention efforts. |
| 5. | \_\_\_\_\_\_\_ | 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.**

\_\_\_\_\_\_\_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

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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.

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