## TRUE/FALSE (15 questions)

**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 (20 questions)

\_\_\_\_\_\_\_ 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 characteristic 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. 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

## MULTIPLE CHOICE, cont.

\_\_\_\_\_\_\_ 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 calls

\_\_\_\_\_\_\_ 19. What type of marketing involves activities one business makes in effort to sell their products and services to another   
 business?

a. Business Direct

b. B.O.B.

c. B2B

d. None of the above

\_\_\_\_\_\_\_ 20. A specific promotional strategy could include \_\_\_\_\_\_\_\_.

a. Sales promotion b. In-venue promotion

c. Event promotion d. All of the above

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## MATCHING (10 questions)

**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

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## SHORT ANSWER (5 questions)

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 (2 questions)

1. Explain the steps in the sales process.

## ESSAY, cont.

2. Explain the importance of customer service.