

Chapter 14 Sales

Multiple-Choice Questions

Choose the best answer to each question by circling the appropriate letter.

1. What is the overall purpose of any sales department?
 - a. Conduct market research
 - b. Analyze return on investment
 - c. Set price
 - d. Make a business profitable

2. All of the following are responsibilities of a sales team, EXCEPT:
 - a. Know the products
 - b. Connect with guests
 - c. Create a marketing plan
 - d. Know the competition

3. What is the primary task of sales professionals?
 - a. Locate, connect and engage clients
 - b. Conduct quality audits
 - c. Increase customer loyalty
 - d. Increase the business's bottom line

4. What is the one thing all sales departments need?
 - a. A strong budget
 - b. Flexible work environment
 - c. Sales staff with good people skills
 - d. A large staff

5. What sales position is responsible for guiding the day-to-day sales efforts?
 - a. Sales Manager
 - b. Director of Sales
 - c. Director of Meeting, Events, and Convention Sales
 - d. Vice President or Director of Sales and Marketing

6. What sales position is responsible for overseeing sales managers and sales staff?
 - a. Sales Manager
 - b. Director of Sales
 - c. Director of Meeting, Events, and Convention Sales
 - d. Vice President or Director of Sales and Marketing

7. _____ requires the salesperson to continuously be on the lookout for new clients.
- Marketing
 - Sales
 - Market research
 - Prospecting
8. What are the two main Internet prospecting tools?
- Online lead generation and CRM database
 - Cold calls and online lead generation
 - CRM database and cold calls
 - Online lead generation and referrals
9. A _____ is a type of social network whose reason for existing is to generate business activity.
- Referral network
 - Internet social network
 - Business network
 - Sales network
10. _____ is a technique that involves selling additional products to an existing client.
- Upselling
 - Cross-selling
 - Suggestive selling
 - Referral sales

True or False

Indicate whether each statement is true or false by circling the appropriate letter.

11. One thing all sales departments need is a sales staff with good people skills.
- True
 - False
12. The sales department has remained the same over the past ten years.
- True
 - False
13. The cold call is the sales professional's prospecting tool of choice.
- True
 - False

14. Online Lead Generation is the use of a custom form to be completed by a potential client prior to being given access to some type of online website offer, information, or content.
 - a. True
 - b. False
15. Referrals are not effective in sales.
 - a. True
 - b. False
16. A business network is an effective way to manage the time commitment networking requires.
 - a. True
 - b. False
17. The first task of any sales professional is to build a client base of regular users of his or her company's products, goods, or services.
 - a. True
 - b. False
18. Selling is the job of every employee.
 - a. True
 - b. False
19. The most common type of specialty sales is upselling.
 - a. True
 - b. False
20. Only items relative to past interactions should be placed in a CRM database.
 - a. True
 - b. False