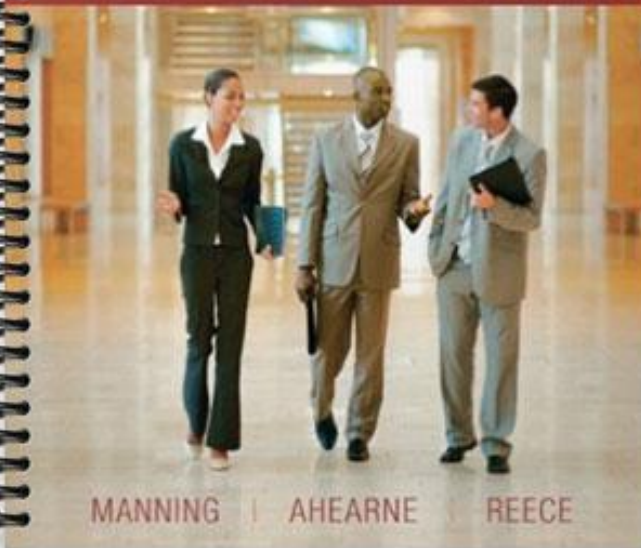


**TEST BANK**

**SELLING**  
TWELFTH EDITION  
**TODAY**

Partnering to Create Value



MANNING | AHEARNE | REECE

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 1) Information technology aids salespeople in creating and maintaining relationships with customers. 1) \_\_\_\_\_
- 2) A company that ignores the marketing concept will not have any negative effects. 2) \_\_\_\_\_
- 3) Value-added selling can be defined as a series of creative improvements within the sales process that enhance the customer experience. 3) \_\_\_\_\_
- 4) Business firms vary in terms of how strongly they support the marketing concept. 4) \_\_\_\_\_
- 5) E-commerce has contributed to the decline in popularity of transactional selling. 5) \_\_\_\_\_
- 6) When measured by either the number of people employed or expenses as a percentage of sales, personal selling is often the major promotional method used by American businesses. 6) \_\_\_\_\_
- 7) Consultative-style selling practices have become popular because they can be easily mastered. 7) \_\_\_\_\_
- 8) A "strategy" can be best described as a collection of techniques, practices, or methods you use when you are face to face with a customer. 8) \_\_\_\_\_
- 9) Consultative-style selling, which emerged in the late 1960s and early 1970s, is an extension of the marketing concept. 9) \_\_\_\_\_
- 10) The four major strategies that form the strategic consultative selling model are independent of one another. 10) \_\_\_\_\_
- 11) Typical salespeople spend about 30 percent of their time in actual face-to-face selling situations. 11) \_\_\_\_\_
- 12) The presentation strategy includes a reminder that outstanding service should be the overriding theme of every sales presentation. 12) \_\_\_\_\_
- 13) A major reason for the demise of the product solution is the growing number of look-alike products. 13) \_\_\_\_\_
- 14) The partnering concept, as an enhancement of personal selling, became very popular in the 1970s. 14) \_\_\_\_\_
- 15) The goal of strategic alliances is to achieve a marketplace advantage by teaming up with another company whose products fit well with your own. 15) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 16) In consultative selling, the customer is seen as: 16) \_\_\_\_\_
  - A) a prospect to be sold
  - B) a person to be served
  - C) progress toward a quota
  - D) a challenge to be overcome
  - E) a customer to be retained
- 17) The development of a personal selling philosophy involves: 17) \_\_\_\_\_
  - A) assuming the role of a problem-solver in helping customers make complex buying

decisions

- B) a full acceptance of the limits of the marketing concept
- C) a desire to sell internationally
- D) assuming the role of a competitor for customers' money
- E) a full appreciation of the tenets of the free enterprise system

- 18) Sales departments and marketing departments often compete for: 18) \_\_\_\_\_
- A) financial resources and budget share
  - B) the largest number of employees in the company
  - C) management's favor
  - D) product to give away
  - E) the biggest customers
- 19) Which of the following statements accurately describes value-added selling? 19) \_\_\_\_\_
- A) Value-added selling is only appropriate for services, not products.
  - B) Value-added selling has emerged as a response to the customer economy.
  - C) Value-added selling would not be an appropriate strategy in international markets.
  - D) Value-added selling has emerged as a response to the product strategy.
  - E) Value-added selling surfaced during the era of transactional selling.
- 20) The ultimate goal of the "marketing concept" is: 20) \_\_\_\_\_
- A) rising profit margins
  - B) efficiency of production
  - C) customer satisfaction
  - D) product diversification
  - E) brand loyalty
- 21) Which of the following statements would NOT be an application of the marketing concept? 21) \_\_\_\_\_
- A) Let's speed up production and get these products to customers faster by eliminating the field test.
  - B) Let's ask customers which products they used most heavily.
  - C) Let's do some research to see which colors the consumers prefer.
  - D) Let's show these product designs to some prospective buyers for their reactions.
  - E) Let's examine our points of distribution to see if we're reaching the market effectively.
- 22) When UPS was first established, founder Jim Casey described the firm's focus as follows: 22) \_\_\_\_\_
- A) to become the world's most profitable company
  - B) to become the fastest shipper in the world
  - C) to become the world's most efficient shipping company
  - D) to render perfect service to our stores and their customers
  - E) to become a leader in international shipping
- 23) The marketing mix consists of product, promotion, place, and: 23) \_\_\_\_\_
- A) pride                      B) personnel                      C) price                      D) principle                      E) perfection
- 24) The promotion element of a marketing program can be subdivided into the areas of: 24) \_\_\_\_\_
- A) market research, personnel, and product publicity
  - B) public relations, place, personal selling, and personnel
  - C) sales, promotion, and advertising
  - D) sales promotion, public relations, personal selling, and advertising
  - E) product research, product design, product production, and product publicity

- 25) In a market characterized by vigorous competition, look-alike products and customer loyalty that depends on quality relationships as well as quality products, the salesperson should fully utilize the: 25) \_\_\_\_\_
- A) product strategy
  - B) marketing strategy
  - C) presentation strategy
  - D) relationship strategy
  - E) customer strategy
- 26) A well-thought-out plan for establishing, building, and maintaining quality relationships is a: 26) \_\_\_\_\_
- A) customer strategy
  - B) product strategy
  - C) presentation strategy
  - D) relationship strategy
  - E) personal selling philosophy
- 27) Sharon Wiley is a sales representative employed by a leading producer of pharmaceuticals used in veterinary medicine. Recently she attended a university-sponsored seminar that focused on new research findings in selected areas of veterinary medicine. Ms. Wiley is attempting to develop a: 27) \_\_\_\_\_
- A) product strategy
  - B) service strategy
  - C) customer strategy
  - D) presentation strategy
  - E) relationship strategy
- 28) One broad strategic area of the Strategic/Consultative Selling Model is: 28) \_\_\_\_\_
- A) research strategy
  - B) marketing strategy
  - C) customer strategy
  - D) budget strategy
  - E) service strategy
- 29) Eric Villa obtained a license to sell real estate and then accepted a sales position with a local Century 21 agency. To prepare for this new position, he purchased and read a research report entitled "Buying Habits of Today's Home Buyers." Mr. Villa is attempting to develop a: 29) \_\_\_\_\_
- A) customer strategy
  - B) price strategy
  - C) product strategy
  - D) presentation strategy
  - E) relationship strategy
- 30) The four broad strategic areas of the Strategic/Consultative Selling Model are: 30) \_\_\_\_\_
- A) not independent of each other
  - B) identical to each other
  - C) connected to each other
  - D) independent of each other
  - E) in conflict with each other
- 31) Preparing objectives for the sales presentation and a plan to reach those objectives is the: 31) \_\_\_\_\_
- A) presentation strategy
  - B) relationship strategy

- C) marketing strategy
- D) customer strategy
- E) product strategy

- 32) The customer strategy always takes into consideration: 32) \_\_\_\_\_
- A) maintaining a close partnership
  - B) the company's sales quotas
  - C) the relationship between the selling partners
  - D) what the customer needs
  - E) the profit margins of the product
- 33) When a marketer decides to adopt partnering, emphasis will be placed on: 33) \_\_\_\_\_
- A) selling strategies
  - B) product development
  - C) the customer
  - D) the salesperson
  - E) selling tactics
- 34) The evolution of strategic selling can be traced to: 34) \_\_\_\_\_
- A) the growing demand for less expensive products
  - B) the need for salespeople to master sales force automation practices
  - C) new levels of competition
  - D) several trends that resulted in a more complex selling environment
  - E) a need to use fewer salespeople to sell more products
- 35) Customers want quality products and: 35) \_\_\_\_\_
- A) quality relationships
  - B) little contact
  - C) custom installation
  - D) low prices
  - E) free shipping
- 36) The highest form of partnering is the: 36) \_\_\_\_\_
- A) strategic selling alliance
  - B) value-added alliance
  - C) customer partnership alliance
  - D) marketing alliance
  - E) partnering alliance
- 37) A partnership is beneficial for both parties because the successive sales are: 37) \_\_\_\_\_
- A) a function of the price of the product
  - B) equal to the initial sales
  - C) transactional in nature
  - D) greater than the initial or repeat sales
  - E) not necessarily guaranteed
- 38) Account managers from Campbell's help add value for their culinary customers by: 38) \_\_\_\_\_
- A) helping them improve their menus
  - B) giving them cheaper prices
  - C) expediting shipments
  - D) selling more products than the competition
  - E) providing various payment options

- 39) Achieving a marketplace advantage by teaming up with another company whose products or services fit well with your own is referred to as a: 39) \_\_\_\_\_
- A) strategic selling alliance
  - B) marketing strategy
  - C) successive sales alliance
  - D) customer strategy alliance
  - E) sales strategy
- 40) For a strategic alliance to be successful, the first step is for a company to: 40) \_\_\_\_\_
- A) define the ethical guidelines that will apply to the alliance
  - B) talk to the customer to discover what its needs are
  - C) find out as much about the proposed partner as possible
  - D) enlist legal assistance to make sure its interests are protected
  - E) assemble a team of product experts
- 41) Maintaining high ethical standards: 41) \_\_\_\_\_
- A) is rare in the world of sales
  - B) often puts you in conflict with your customers
  - C) should be secondary to closing a sale
  - D) can strengthen your relationship with a customer
  - E) will lead to lost revenue for a company
- 42) CRM software is used to hold information about: 42) \_\_\_\_\_
- A) competitors
  - B) strategy
  - C) market trends
  - D) research and development
  - E) prospects and customers
- 43) The process of building and maintaining strong customer relationships by providing customer value is called: 43) \_\_\_\_\_
- A) marketing concept
  - B) value-added selling
  - C) personal sales philosophy
  - D) customer strategy
  - E) customer relationship management
- 44) The effective exchange of information is the foundation of most economic transactions. This is known as: 44) \_\_\_\_\_
- A) the value-added economy
  - B) the post-consumer economy
  - C) personal selling
  - D) the information economy
  - E) exchange theory
- 45) Which of the following is a step to creating and delivering the customer value model? 45) \_\_\_\_\_
- A) creating the value proposition
  - B) creating the customer's value needs
  - C) quantifying the value proposition
  - D) questioning the value proposition
  - E) presenting the value proposition

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 46) \_\_\_\_\_ selling can be defined as a series of creative improvements within the sales process that enhance the customer experience. 46) \_\_\_\_\_
- 47) Peter Drucker stated that "the \_\_\_\_\_ defines the business." 47) \_\_\_\_\_
- 48) \_\_\_\_\_ evolved because of broader and more diverse product lines, demand for specific customized solutions, and more competition. 48) \_\_\_\_\_
- 49) A \_\_\_\_\_ is a well thought-out plan for establishing, building and maintaining quality selling relationships. 49) \_\_\_\_\_
- 50) A \_\_\_\_\_ is a carefully conceived plan that will result in maximum responsiveness to customers. 50) \_\_\_\_\_
- 51) List the four parts of the marketing mix. 51) \_\_\_\_\_
- 52) List and describe the five strategic steps of the Strategic Consultative Selling Model. 52) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

Jenny Johansson sells customized buses like the ones bands use while on road tours. Her company has recently assigned her to a new territory in the Upper Midwest, and she is reevaluating the sales strategies she used in her old territory in New England.

- 53) Jenny is working on her sales strategy for a mid-sized town in her territory. One of her ideas is to stretch out of the traditional prospect pool of traveling performers, who are not headquartered in the Upper Midwest, and open up new markets with corporations that need customized buses for executives. 53) \_\_\_\_\_
- This thinking process Jenny is participating in is called:
- A) the marketing mix
  - B) the value proposition
  - C) optimization
  - D) strategic planning
  - E) presentation strategy
- 54) During a presentation, when communicating the value proposition to the customer, Jenny should focus on: 54) \_\_\_\_\_
- A) the features that make the bus special
  - B) how the bus will solve problems for the customer
  - C) how much money driving a bus saves over chartering a plane
  - D) the materials used in the modification of the bus
  - E) the gas mileage the bus gets
- 55) Which of the following would be an example of partnering? 55) \_\_\_\_\_
- A) selling a customized bus to the CEO of the bus manufacturer
  - B) developing a standardized process to ensure the buses all receive the same steps, with differences within those steps
  - C) renting customized buses to corporate customers through a car service agency that services corporations
  - D) creating two or more identical customizations for the same customer
  - E) using the same brand of paint on all the buses they customize

- 56) At a party, Jenny talks to a flight attendant who mentions the passenger she had in first class who needed a second seat for his oxygen and other medical equipment. Jenny realizes that modifying buses for medical needs instead of luxury could open a whole new market. This is an example of: 56) \_\_\_\_\_
- A) the persuader stage
  - B) the marketing mix
  - C) the marketing concept
  - D) product strategy
  - E) transactional selling

- 57) While making a sales presentation to the head of a local company, Jenny discovers that the head is routinely stopped and delayed at airport security because of a joint replacement that sets off alarms but doesn't show up easily in the x-ray machines. This adds another 3-4 hours to some trips, and has caused him to miss 10 flights in the previous year. This conversation is: 57) \_\_\_\_\_
- A) post-sales service
  - B) need identification
  - C) price negotiation
  - D) qualifying the prospect
  - E) relationship building

A company has developed a calendar/messaging/paperwork center that helps working mothers organize their families' schedules and paperwork. All the mothers who have tried it have loved it, and it is priced comparably to normal planners, although it offers much more.

- 58) The product was developed by gathering focus groups of mothers and asking them what they need and what they wish normal planners offered them. This method of product development: 58) \_\_\_\_\_
- A) is performed by the marketing department
  - B) is costly and inefficient
  - C) subscribes to the marketing concept
  - D) reduces the barriers to purchasing
  - E) is a method developed in the last decade

- 59) As part of the marketing mix, the makers of the calendar will be running an advertising campaign directed at working mothers. Another part of the marketing mix is sending salespeople to sell: 59) \_\_\_\_\_
- A) organizational skills to online reviewers
  - B) calendars to working mothers
  - C) organizational skills to working mothers
  - D) nostalgia to organizers
  - E) calendars to retail outlets

- 60) Because this product looks similar to other products and only differentiates itself when a customer uses it, customers might be more influenced to buy it because of: 60) \_\_\_\_\_
- A) telephone marketing campaigns
  - B) advertising on websites geared to women
  - C) teacher recommendations
  - D) word of mouth endorsements from other mothers
  - E) marketing campaigns in non-traditional outlets

- 61) Company management is having a difficult time deciding whether to allot more money to a marketing campaign involving ad buys and promotional events, or to a staff of sales representatives to sell the organizers. What factor should they consider in allotting the budget? 61) \_\_\_\_\_



- A) Salespeople can visit several retail outlets a day.
- B) A marketing campaign can reach prospects in several geographic areas at the same time.
- C) A national marketing campaign can cost more than the yearly salaries of an entire sales department.
- D) Even with a marketing campaign, retail outlets will need to order through and be trained on product knowledge by salespeople.
- E) Salespeople work on commission.

- 62) How can a salesperson add value to the transaction for a retail outlet buying the organizers to resell to customers? 62) \_\_\_\_\_
- A) by delivering the organizers to the outlets
  - B) by giving the outlet the same price rival calendars charge
  - C) by helping the outlet place the order for the organizers
  - D) by providing a free display stand and benefits list to outlets to help them sell
  - E) by penalizing outlets that do not sell many organizers with a smaller discount off retail price

XFormation is a company that develops and delivers custom trainings for products, procedures, and change at companies. XFormation developers have extensive knowledge of adult learning theory, and the trainers are dynamic, engaged teachers.

- 63) Salespeople for XFormation need to be able to successfully: 63) \_\_\_\_\_
- A) make prospects like them so they will want to buy from them
  - B) partner with the prospect to achieve the prospect's training goals
  - C) convince a prospect to buy
  - D) communicate why XFormation trainers are the best
  - E) persuade prospects that the XFormation training course will serve their needs

- 64) Which of the following is an example of a relationship strategy salespeople for XFormation could use? 64) \_\_\_\_\_
- A) Understand the customer's needs and what and how they need to buy.
  - B) Use mirroring and other subtle methods to create rapport and a good relationship with the customer so the customer ultimately buys.
  - C) Give a presentation to the customer after planning out the objectives carefully ahead of time.
  - D) Understand all the training products they sell and how to customize a package for the customer.
  - E) Examine how they can add value for customers so the customers will continue to contract with XFormation on a long-term basis.

- 65) Which of the following is the main goal for XFormation salespeople in terms of product strategy? 65) \_\_\_\_\_
- A) Understand the customer's needs and what and how they need to buy.
  - B) Create products that customers really want to buy instead of products that the company wants to sell.
  - C) Examine how they can add value for customers so the customers will continue to contract with XFormation on a long-term basis.
  - D) Understand all the training products they sell and how to customize a package for the customer.
  - E) Give a presentation to the customer after planning out the objectives carefully ahead of time.

- 66) Which of the following is the customer strategy that XFormation salespeople should use? 66) \_\_\_\_\_

- A) Give a presentation to the customer after planning out the objectives carefully ahead of time.
- B) Understand all the training products they sell and how to customize a package for the customer.
- C) Spend enough time with the customer that the salesperson lives and breathes the customer's business.
- D) Understand the customer's needs and what and how they need to buy.
- E) Examine how they can add value for customers so the customers will continue to contract with XFormation on a long-term basis.

67) As a presentation strategy, which of the following makes the most sense for XFormation sales representatives to follow?

67) \_\_\_\_\_

- A) Understand the customer's needs and what and how they need to buy
- B) Give a presentation to the customer after planning out the objectives carefully ahead of time.
- C) Examine how they can add value for customers so the customers will continue to contract with XFormation on a long-term basis.
- D) Rehearse the standardized presentation so extensively that it is smooth and flawless, and any prospect would buy from the salesperson.
- E) Understand all the training products they sell and how to customize a package for the customer.

- 1) TRUE
- 2) FALSE
- 3) TRUE
- 4) TRUE
- 5) TRUE
- 6) TRUE
- 7) FALSE
- 8) FALSE
- 9) TRUE
- 10) FALSE
- 11) TRUE
- 12) TRUE
- 13) TRUE
- 14) FALSE
- 15) TRUE
- 16) B
- 17) A
- 18) A
- 19) B
- 20) C
- 21) A
- 22) D
- 23) C
- 24) D
- 25) D
- 26) D
- 27) A
- 28) C
- 29) A
- 30) A
- 31) A
- 32) D
- 33) C
- 34) D
- 35) A
- 36) A
- 37) D
- 38) A
- 39) A
- 40) C
- 41) D
- 42) A
- 43) E
- 44) D
- 45) A
- 46) Value-added
- 47) customer
- 48) Strategic selling
- 49) relationship strategy
- 50) customer strategy
- 51) Price, product, place, and promotion.

- 52) 1. Developing a personal selling philosophy. This involves adopting the marketing concept, valuing personal selling, and assuming the role of problem-solver.
2. Developing a relationship strategy. Success in selling depends heavily on the salesperson's ability to develop, manage, and enhance interpersonal relations with the customer.
3. Developing a product strategy. Products and services represent the problem-solving tools available to salespeople.
4. Developing a customer strategy. Sales and marketing efforts must be organized around the needs and desires of the customer.
5. Developing a presentation strategy. The presentation is a critical part of the selling process because it is at this point that the salesperson determines whether the customer has a need for the product.

53) D

54) B

55) C

56) C

57) B

58) C

59) E

60) D

61) D

62) D

63) B

64) E

65) D

66) D

67) B