

CHAPTER 13

The Promotion Strategy— Developing and Managing Sales

A. Match each definition in the left column with the correct term from the right column.
Write the letter of the term in the space provided.

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|--|-----------------------------|
| _____ 1. the completion of a sale to a customer who has sought out a product | a. customer benefits |
| _____ 2. the advantages or personal satisfaction that customers will get from a product | b. order getting |
| _____ 3. the oral presentation made by a salesperson to a customer to make a sale | c. rational buying motives |
| _____ 4. conscious decisions for making a purchase | d. sales forecast |
| _____ 5. document that provides a means of monitoring and evaluating an outside sales rep's activities | e. emotional buying motives |
| _____ 6. selling that involves seeking out buyers and giving them a well-organized presentation | f. order taking |
| _____ 7. an estimate of sales for a specified period | g. personal selling |
| _____ 8. feelings the buyer associates with the product | h. sales call report |

B. In the space at the left, write the letter of the choice that best completes the statement or answers the question.

- _____ 9. A sales manager must be able to supervise and motivate salespeople, compensate them adequately, handle sales expenses and transportation issues, and maintain
- | | |
|-----------------|-------------|
| a. training. | c. markets. |
| b. high morale. | d. prices. |
- _____ 10. The sales budget is developed from the
- | | |
|--------------------|----------------------|
| a. sales forecast. | c. business plan. |
| b. marketing plan. | d. sales promotions. |
- _____ 11. Whether salespeople are new or experienced, entrepreneurs must provide
- | | |
|-----------------|--------------|
| a. experience. | c. training. |
| b. territories. | d. feedback. |
- _____ 12. The series of mental steps that a customer goes through when making a purchase.
- | | |
|--------------------|----------------------|
| a. buying process | c. determining needs |
| b. selling process | d. personal selling |

- _____ 13. The final step in managing a sales operation is to evaluate
- a. promotions.
 - b. advertising.
 - c. sales performance.
 - d. markets.
- _____ 14. A salesperson who suggests additional items to go with a product once the sale has been made is using
- a. follow up selling.
 - b. closing techniques.
 - c. prospecting.
 - d. suggestion selling.
- _____ 15. This selling process entails looking for new customers.
- a. pre-approach
 - b. approach
 - c. determining needs
 - d. prospecting
- _____ 16. Sales operations differ with the type of business and
- a. market.
 - b. size of operation.
 - c. strategies.
 - d. prices.

C. In the space provided, write the word (or words) from the list that will best complete each statement.

customers	foundational skills	training	salary and commission
sales performance	forecasting	market	reduce costs

17. Sales training must include a variety of _____.
18. Sales planning begins with determining the _____ potential and making sales forecasts.
19. The more complex the product, the more _____ salespeople need.
20. There are three types of payment for salespeople: straight salary, straight commission, or _____.
21. Evaluating the entire company's _____ as well as the performance of individual salespeople is critical to the future success of the business.
22. When starting a new business, entrepreneurs must rely on market analysis and industry information for _____.
23. Many order-getting positions involve calling on _____.
24. The goals of sales force supervision are to increase sales and _____.

D. On a separate sheet of paper, write a 100-word paragraph that answers this question.

25. Describe the steps used to implement and maintain an effective sales staff.

Score (number correct x 4 points) = _____