

115 - Selling & Negotiations Skills Lab

1. What is the role of selling in the context of an organization's survival and growth?

- a. Optional
- b. Detrimental
- c. Irrelevant
- d. Essential

Answer: d. Essential

2. Newton's classification of sales types mainly involves categorizing sales based on:

- a. Product features
- b. Selling situations
- c. Consumer preferences
- d. Market trends

Answer: b. Selling situations

3. What is the focus of Consumer Indirect Selling?

- a. Direct customer interaction
- b. Selling to intermediaries
- c. Online selling only
- d. Industrial selling

Answer: b. selling to intermediaries

4. Which type of selling involves a dedicated team or group of salespeople working together?

- a. Telesales
- b. Franchise selling
- c. Sales Team/group selling

d. Merchandising

Answer: c. Sales Team/group selling

4. In the context of international selling, what is crucial for success?

a. Language proficiency only

b. Understanding cultural differences

c. Aggressive selling tactics

d. Ignoring local customs

Answer: b. Understanding cultural differences

5. What is a key attribute of a good salesperson according to the given information?

a. Lack of confidence

b. Ignorance about the product

c. Enthusiasm

d. Poor communication skills

Answer: c. Enthusiasm

6. Why is time management important in a sales role?

a. To procrastinate

b. To decrease productivity

c. To maximize productivity

d. To ignore deadlines

Answer: c. To maximize productivity

7. What is an essential aspect of managing sales documents?

a. Keeping them disorganized

b. Ignoring their importance

c. Effective management

d. Filing them randomly

Answer: c. Effective management

8. What is a sales tool mentioned for use in the Pre-Call Planning stage?

- a. Personal Diary
- b. Social Media
- c. Fear Factor
- d. Maximizing Productivity

Answer: b. Social Media

9. Why is developing a script important for sales calls?

- a. It limits flexibility
- b. It ensures robotic communication
- c. It helps in maintaining consistency
- d. It is time-consuming

Answer: c. It helps in maintaining consistency

10. What is a key step in identifying key individuals during the prospecting phase?

- a. Making assumptions
- b. Influencing without understanding
- c. Prospecting
- d. Randomly selecting individuals

Answer: c. Prospecting

11. Dale Carnegie's Six Principles of Relationship include:

- a. Deception and manipulation
- b. Honesty and Integrity
- c. Ignoring customer needs
- d. Strict formality

Answer: b. Honesty and Integrity

12. What does WIFM stand for in the context of making a good first impression?

- a. World Impact For Me
- b. What's In It For Me?
- c. Winning In Friendly Manners
- d. Who Is My Friend?

Answer: b. What's In It For Me?

13. How can objections be turned into selling opportunities?

- a. Ignoring objections
- b. Acknowledging objections
- c. Arguing with the customer
- d. Avoiding objections

Answer: b. Acknowledging objections

14. What is a selling technique that involves offering additional products or services to the customer?

- a. Cross Selling
- b. Up Selling
- c. Value Added Selling
- d. All of the above

Answer: d. All of the above

15. What is the recommended approach when handling objections?

- a. Ignore objections
- b. Listen - Probe - Advise (LPA)
- c. Argue with the customer

d. Disregard objections

Answer: b. Listen - Probe - Advise (LPA)

16. What are the seven types of objections mentioned?

a. Three

b. Five

c. Seven

d. Ten

Answer: c. Seven

17. What is the purpose of turning objections into selling opportunities?

a. To increase customer dissatisfaction

b. To lose potential customers

c. To enhance customer experience

d. To avoid communication

Answer: c. To enhance customer experience

18. What does the term "Cross Selling" involve?

a. Selling products unrelated to each other

b. Selling products of different brands

c. Selling complementary products

d. Selling only one product

Answer: c. Selling complementary products

19. What is the emphasis in "Exceeding Customer Expectations"?

a. Meeting customer expectations

b. Ignoring customer expectations

c. Surpassing customer expectations

d. Setting unrealistic expectations

Answer: c. Surpassing customer expectations

20. Who controls conversations, according to the information provided?

- a. Salesperson
- b. Customer
- c. Both equally
- d. Third-party observer

Answer: c. Both equally

21. What is a key aspect of the negotiation process?

- a. Avoiding negotiation
- b. Using aggressive tactics
- c. Creating win-win situations
- d. Ignoring customer needs

Answer: c. Creating win-win situations

22. What is a strategy mentioned for negotiation?

- a. Argumentative style
- b. Reverse Psychology
- c. Ignoring the customer's perspective
- d. Strict formality

Answer: b. Reverse Psychology

23. What is the purpose of a sales proposal?

- a. To confuse the customer
- b. To waste time
- c. To provide information
- d. To avoid customer interaction

Answer: c. To provide information

24. Which book is listed as a Suggested Text Book for the course?

- a. Managing Sales Leads, Crocker and Obermayer
- b. Selling & Sales Management, Geoffrey Lancaster & David Jobber
- c. The Sales Bible: The Ultimate Sales Resource, Jeffrey Gitomer
- d. You can negotiate anything, Herb Cohen

Answer: b. Selling & Sales Management, Geoffrey Lancaster & David Jobber

25. What is the primary perspective for delivering the course?

- a. Memorization
- b. Theory-driven
- c. Skills building
- d. Historical analysis

Answer: c. Skills building

26. Why are live exercises on personal principles recommended?

- a. For entertainment
- b. For theoretical understanding
- c. For skills enhancement
- d. For memorization

Answer: c. For skills enhancement

27. Who is the author of "You can negotiate anything"?

- a. Jeffrey Gitomer
- b. Herb Cohen
- c. Dale Carnegie
- d. Bill Donaldson

Answer: b. Herb Cohen

28. What is the focus of the book "The Art of Closing the Sale" by Brian Tracy?

- a. Opening the sale
- b. Objection handling
- c. Negotiation techniques
- d. Closing strategies

Answer: d. Closing strategies

29. Which book is listed under Suggested Reference Books?

- a. Negotiation: Communication for diverse settings, Michael L Spangle and Myra Isenhardt
- b. The Sales Bible: The Ultimate Sales Resource, Jeffrey Gitomer
- c. How to win friends and influence People, Dale Carnegie
- d. Sales Management, Bill Donaldson

Answer: a. Negotiation: Communication for diverse settings, Michael L Spangle and Myra Isenhardt