

## CHAPTER

# 13

## Selling

### Part 1: Content Review

#### Matching

*Write the letter of the correct term for each definition on the line provided.*

#### Terms

- |                     |                          |
|---------------------|--------------------------|
| A. personal selling | F. substitute selling    |
| B. preapproach      | G. customer service      |
| C. cold calling     | H. transaction           |
| D. close            | I. online support        |
| E. buying signals   | J. customer support team |

- \_\_\_\_\_ 1. Making contact with people who are not expecting a sales contact.
- \_\_\_\_\_ 2. The technique of showing products that are different from the originally requested product.
- \_\_\_\_\_ 3. The way in which a business provides services before, during, and after a purchase.
- \_\_\_\_\_ 4. Direct contact with a prospective customer with the objective of selling a product.
- \_\_\_\_\_ 5. Information and resources available through the Internet.
- \_\_\_\_\_ 6. The exchange of payment and product.
- \_\_\_\_\_ 7. Employees who assist customers, take orders, and answer questions that come into the company via phone or website.
- \_\_\_\_\_ 8. Tasks that are performed before contact is made with a customer.
- \_\_\_\_\_ 9. The moment when a customer agrees to buy a product.
- \_\_\_\_\_ 10. Verbal or nonverbal signs that a customer is ready to purchase.

## Multiple Choice

*Place the letter of the correct answer to each question on the line provided.*

- \_\_\_\_\_ 1. Business-to-business selling (B2B) may also be called \_\_\_\_\_.  
A. field sales  
B. industrial sales  
C. organizational sales  
D. All of the above.
- \_\_\_\_\_ 2. An office that is set up for the purpose of receiving and making customer calls is a \_\_\_\_\_ center.  
A. lead  
B. call  
C. cold call  
D. business-to-consumer (B2C)
- \_\_\_\_\_ 3. Which of the following approaches is often used in a business-to-consumer sales setting?  
A. Service  
B. Cold call  
C. Emotional  
D. All of the above.
- \_\_\_\_\_ 4. In business-to-consumer (B2C) selling situations, which of the following is a *not* a motive for customers to buy a product?  
A. Rational  
B. Emotional  
C. Transactional  
D. Loyalty buying
- \_\_\_\_\_ 5. There are three ways to determine customer needs and wants. Which involves body language?  
A. Observation  
B. Verifying  
C. Questioning  
D. Listening
- \_\_\_\_\_ 6. When a customer raises an objection during a product presentation, the first thing a salesperson should do is \_\_\_\_\_.  
A. agree with the customer  
B. pause  
C. offer a substitute product  
D. end the presentation
- \_\_\_\_\_ 7. Overselling is \_\_\_\_\_.  
A. selling more than the customer really wants  
B. exceeding the company's sales projection  
C. promising more than can be delivered  
D. selling after normal business hours

Name \_\_\_\_\_

- \_\_\_\_\_ 8. Service that meets customer needs, as well as the standards for customer service set by the company, is \_\_\_\_\_.  
A. overselling  
B. quality customer service  
C. excessive customer service  
D. exceptional customer service
- \_\_\_\_\_ 9. The customer service mindset is the attitude that the customer \_\_\_\_\_.  
A. needs overselling  
B. should spend money  
C. needs to listen  
D. comes first
- \_\_\_\_\_ 10. Which of the following is a common type of online support?  
A. Emotional buying  
B. E-mail support  
C. Cold calling  
D. All of the above.

## Completion

*In the space provided, write the word(s) that best completes each of the following statements.*

- \_\_\_\_\_ 1. In business-to-business (B2B) sales, a(n) \_\_\_\_\_ salesperson visits with the customer at his or her place of business.
- \_\_\_\_\_ 2. Showing the major selling features of a product and how it benefits the customer is \_\_\_\_\_ selling.
- \_\_\_\_\_ 3. The \_\_\_\_\_ is when the salesperson makes the first in-person contact with a potential customer.
- \_\_\_\_\_ 4. Personal reasons *not* to buy are \_\_\_\_\_.
- \_\_\_\_\_ 5. \_\_\_\_\_ buying motives are based more on feelings than reason.
- \_\_\_\_\_ 6. The phrase “going above and beyond” is often used to refer to \_\_\_\_\_ customer service.
- \_\_\_\_\_ 7. Information and resources available to customers through the Internet is \_\_\_\_\_.
- \_\_\_\_\_ 8. A(n) \_\_\_\_\_ contains answers to customer questions as posted by other customers or product users.
- \_\_\_\_\_ 9. After a transaction is complete, it is important for a salesperson to \_\_\_\_\_ with the customer to ensure the customer is satisfied.
- \_\_\_\_\_ 10. Hearing is a physical process, while \_\_\_\_\_ is an intellectual process.

Name \_\_\_\_\_

## Part 2: Concept Review

### Open Response

*Write your response to each of the following statements or questions in the space provided.  
Use complete sentences.*

1. One of the tasks that must be completed before making contact with the customer is to generate leads. What are leads and what are some ways to generate them?

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2. What are the six steps in the sales process? Explain the importance of the last step.

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3. What are buying signals? Describe some buying signals a salesperson should look for.

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Name \_\_\_\_\_

4. Explain how websites help a business provide customer support.

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5. Determining the customer's needs is the second step in the sales process. Describe how a salesperson can determine the needs of a customer.

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## Part 3: Math Skills

### Percentages

Businesses often calculate percentages as part of their daily activities. A percentage (%) means a part of 100 and is the same as a fraction or decimal. For example, 15 percent is the same as  $15 \div 100$  or .15. To calculate the percentage of a number, change the percentage to a decimal and multiply by the number. For example:

Calculate 25 percent of 200.

$$25 \text{ percent of } 200 = \frac{25}{100} \times 200$$

$$.25 \times 200 = 50$$

To determine what percentage one number is of another, divide the first number by the second. Then convert the quotient into a percentage by moving the decimal two places to the right. For example:

What percentage is 50 of 200?

$$\frac{50}{200} = .25 \rightarrow 25.0\%$$

*Answer the following questions involving percentages.*

1. Supply Plus Office Warehouse is offering a 20 percent discount on all ink cartridges. Calculate the discount amount on the following cartridges, rounding to the nearest cent:

- a. #22 Black

Price: \$13.99

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- b. #22 Color

Price: \$19.99

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- c. #22 Twin Pack

Price: \$29.99

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Name \_\_\_\_\_

d. #22 XL Black

Price: \$31.49

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e. #22 XL Color

Price: \$48.49

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2. Linear Computers is offering refurbished computers at a special clearance price. Calculate the price reduction for each of the following computers. Then, calculate the price reduction as a percentage of the original price.

a. Linear 15 inch Laptop

Original Price: \$599

Clearance Price: \$499

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b. Linear 8 inch Tablet

Original Price: \$199

Clearance Price: \$149

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c. Linear 17 inch Laptop

Original Price: \$799

Clearance Price: \$549

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d. Linear Pro 23 inch All-in-One

Original Price: \$1,099

Clearance Price: \$879

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3. Sales for X-Pert Pest Control were \$365,000 last year. This year, the owner is expecting sales to be 8 percent higher. How much is this sales increase?

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4. Pro Tour Mills makes golf shirts. Last year the company sold 490,000 golf shirts. Of this total, 119,000 shirts were cotton and 371,000 were lightweight polyester. What percent of shirts were lightweight polyester?

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5. Refer to the previous problem. Pro Tour Mills expects to sell 15 percent more golf shirts this year than last year. However, the owner thinks cotton shirts will not be as popular, and that this style will comprise only 15 percent of its total sales. Calculate the number of golf shirts Pro Tour expects to sell this year. Then, calculate the number it expects to sell in both cotton and lightweight polyester.

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Name \_\_\_\_\_

## Part 4: Communication Skills

### Nonverbal Communication

Not all communication is verbal. When working with the public, it is important to understand nonverbal communication. An excellent way to learn about nonverbal communication is to observe your instructor when he or she is presenting a lesson. Identify ten gestures, facial expressions, and other types of body language you observe. Describe the meaning that each communicates. Write your responses in the space provided.

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