Unit 5 - The Sales Presentation

Assignment 3

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. Due on 2019-02-27, 23:59 IST.

1) Which of the following is not true as to when memorized selling should be used?

- [ ] When selling time available is short
- [ ] When product being sold is complex
- [ ] When product being sold for a conventional engineering application
- [ ] When the need is well defined and understood

No, the answer is incorrect.
Score: 0
Accepted Answers:
*When product being sold is complex*

2) Sales presentation is structured during:

- [ ] Memorized selling
- [ ] Formula selling
- [ ] Need satisfaction selling
- [ ] Problem solution selling

No, the answer is incorrect.
Score: 0
Accepted Answers:
*Memorized selling*

3) Which of the following is not advised in the guidelines for building a good social contact?

- [ ] Research topics of interest to prospect before meeting
- [ ] Ask open ended questions
- [ ] Try to focus away from topics of interest or relevance to customer
- [ ] Ask closed ended questions

No, the answer is incorrect.
Score: 0
Accepted Answers:
*Try to focus away from topics of interest or relevance to customer*
4) During the approach stage, business contact takes place when:

- The sales representative calls the prospect over phone
- The sales representative builds rapport for the first few minutes of the meeting
- The sales representative starts to convert the prospect’s attention by agenda approach
- When the sales representative schedules the meeting

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
The sales representative starts to convert the prospect’s attention by agenda approach

5) ‘Can you describe the problems you experience?’ is a type of:

- Survey Question
- Probing question
- Confirmation question
- Need satisfaction question

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Survey Question

6) The second stage of the six step presentation plan is:

- Approach
- Need discovery
- Presentation
- Negotiation

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Need discovery

7) __________ is a type of economic value while __________ is a type of relationship value that are obtained from customers.

- Reference, Revenue
- Reference, Learning
- Revenue, Reference
- Learning, Reference

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Revenue, Reference

8) During negotiation, if you bend a little and acknowledge that the prospect is correct, then you are engaging in:

- Direct Denial
- Indirect Denial

No, the answer is incorrect.  
Score: 0
9) If the client raises objection that he will need more quotes before finalizing the order, his source of hesitation is best described by:

- Unable to justify decision
- Doesn’t see benefit of change
- Unsure you’re their best option
- None of these

**Answer:** None of these

**No, the answer is incorrect.**

**Score:** 0

---

10) Identify the incorrect statement.

- Price of product should be set above the cost incurred.
- Customer perceived value should be higher than the price at which he is buying
- Difference between the selling price and the cost is the margin
- Customer perceived value should be lower than the price at which he is buying

**Answer:** Price of product should be set above the cost incurred.

**No, the answer is incorrect.**

**Score:** 0

---

**Accepted Answers:**

- Indirect Denial
- Unsure you’re their best option
- Customer perceived value should be lower than the price at which he is buying