

eSkill

Printable test

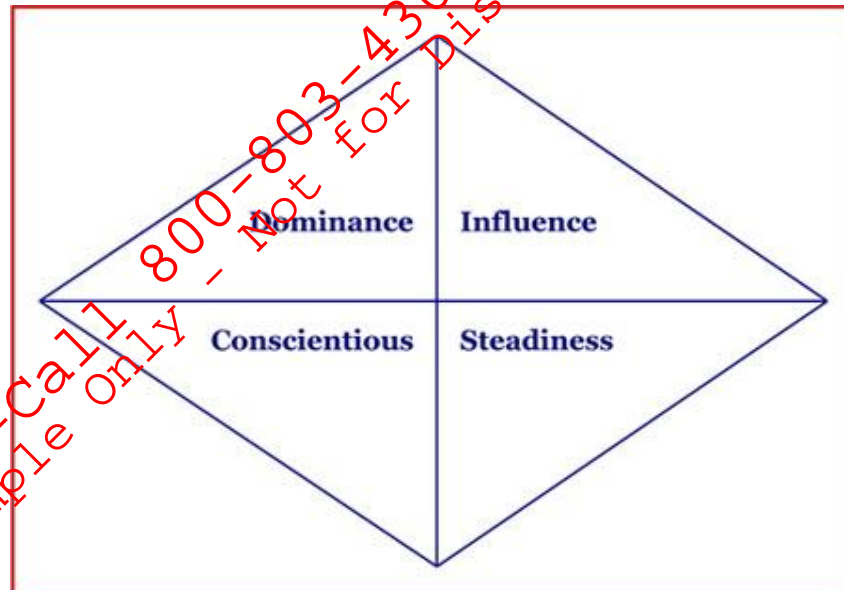
Id

Name

Question 1 (ID #131993)

Subject **Sales Concepts**  
Topic **Building Relationships**  
Description **Personality Types**

Using the DISC methodology illustrated in the picture below, what might a High D salesperson include when presenting to a High C prospect?



- A. He should skip the small talk and get right to the facts at hand.
- B. He should avoid appearing abrupt in any way.
- C. He should share testimonials and experiences from current clients
- D. He should prepare lengthy and detailed sales materials and specs.
- E. He should focus more on the process than the people involved.

A  B  C  D  E

Question 2 (ID #132004)

Subject **Sales Concepts**  
Topic **Building Relationships**

Description **Building Relationships**

The only thing that a salesperson should focus on during the initial sales call is building the relationship with the prospect.

True  False

**Question 3 (ID #132008)**

Subject **Sales Concepts**  
Topic **Building Relationships**  
Description **Setting the Groundwork**

Patrick, a computer sales rep, approaches Steve and Sally Smith and their son, Steve Jr., who are all looking at a desktop computer. Of the options below, which one is NOT recommended as the first thing to say as a way to establish rapport with the family?

- A. "Steve Jr., I see that you have a Red Sox hat on. Is that your favorite team?"
- B. "This is absolutely our best computer. You should buy it today, while it's still on sale."
- C. "Sally, you and my wife have similar taste in handbags. She has that same bag."
- D. "Steve, I like your Texans shirt. What are the Texans' chances this season?"
- E. "I have one question for the three of you. Which of you is the best at Solitaire?"

A  B  C  D  E

**Question 4 (ID #132013)**

Subject **Sales Concepts**  
Topic **Building Relationships**  
Description **Emotional Bank Account**

Building a relationship with a prospect can be likened to establishing an emotional bank account. You have to make sure that you have enough in deposits in order to make withdrawal. Therefore, it is important to make deposits early in the relationship. The following list includes possible deposits, but there is one withdrawal. Please identify the withdrawal from the list.

- A. supplying requested information
- B. listening to the prospect's needs first
- C. building rapport with the prospect
- D. filling out company paperwork
- E. giving a presentation customized to the prospect

A  B  C  D  E

### Question 5 (ID #132022)

Subject **Sales Concepts**  
Topic **Building Relationships**  
Description **Philosophy**

Why would a salesperson want to build a relationship with the influencer at a prospect's company?

- A. Influencers make the important decisions at a firm.
- B. Influencers can influence the decision-maker to buy or not to buy.
- C. Influencers can help the salesperson get past the gatekeeper.
- D. Influencers are usually higher up in a company than the decision-maker.
- E. Influencers have ultimate veto power if they don't like you.

A  B  C  D  E

### Question 6 (ID #131897)

Subject **Sales Concepts**  
Topic **Closing**  
Description **Types of Closes**

Dave has shown a fully-automated home theater system to Sam and Susie at a second appointment, based on the information he got at the initial appointment with them. Toward the end of the presentation, Sam stops and asks Dave if the home theater system can be delivered by June 1st. He knows that it can be delivered in time, but he has to run it by his manager for approval. What should Dave do in order to help close the sale?

- A. He should tell Sam that the answer is yes and ask him if he has any other questions.
- B. He should tell Sam that he is not sure, and ask him if he has any other questions.
- C. He should ask Sam whether he is ready to complete the paperwork if his delivery date can be honored.
- D. He should evade the question and ask Sam if he has ever seen such a nice a system.
- E. He should pull out his paperwork and ask each of them for their Social Security numbers first.

A  B  C  D  E

### Question 7 (ID #131907)

Subject **Sales Concepts**  
Topic **Closing**  
Description **Assumptive Close**

A financial advisor has presented specific investment solutions to the prospect after analyzing

their current situation and risk tolerance, and everything has gone smoothly throughout the presentation. The advisor decides to use the assumptive close. Which of the following statements should she use?

- A. "Let's assume you decide to wait. What would be the risk of not changing anything?"
- B. "Do you have any questions about the investment plan I have proposed today?"
- C. "I have the necessary paperwork right here to implement this, so let's get started."
- D. "Would you like to move forward in implementing the investment plan today?"
- E. "Do you feel comfortable with starting on the paperwork this evening or tomorrow?"



### Question 8 (ID #131913)

Subject **Sales Concepts**  
Topic **Closing**  
Description **Closing Process**

What do most top sales professionals usually do (knowingly or unknowingly) throughout the sales process, in order to increase the chances of closing?

- A. They lead the prospect to each next step all the way down the pathway to the sale.
- B. They speak disparagingly about the competition as much as possible.
- C. They skillfully use trial closes or test closes before transitioning to the major close.
- D. They playfully flirt with, or entertain advances from, the prospect in order to close the sale.
- E. They continually ask the prospect throughout the presentation if he or she feels comfortable.



### Question 9 (ID #131917)

Subject **Sales Concepts**  
Topic **Closing**  
Description **Closing Process**

Within the field of sales, when the term "closing" is being used, it usually describes

- \_\_\_\_\_.
- A. the window of opportunity to make the sale to the prospect
  - B. the manipulation of the prospect to buy an unwanted product
  - C. the body language of the prospect when the product is offered
  - D. the process of helping prospects make the decision to become a client
  - E. the process of focusing on all of the prospect's likes or hot buttons

A  B  C  D  E

### Question 10 (ID #131919)

Subject **Sales Concepts**  
Topic **Closing**  
Description **Think About It**

If a prospect says, "Let me think about it," what should the salesperson be sure to find out?

- A. The salesperson should not be concerned at all. She just needs to wait one day, and then she can close the sale.
- B. The salesperson should be concerned. She needs to find out why the prospect is hesitating.
- C. The salesperson should immediately bring in her sales manager to find out more.
- D. The salesperson should quickly recap the entire sales presentation, to change the prospect's mind.
- E. The salesperson should Google the prospect to get more information about him or her.

A  B  C  D  E

### Question 11 (ID #132127)

Subject **Sales Concepts**  
Topic **Communications**  
Description **Communicating through Clothing Style**

A salesperson may be perceived as snobbish or disconnected if he or she is extremely overdressed, with extravagant clothes and jewelry. It may also harm her credibility with the prospect.

True  False

### Question 12 (ID #132129)

Subject **Sales Concepts**  
Topic **Communications**  
Description **Effective Communication**

Effective communication is mostly determined by how well the salesperson can present his or her thoughts to the prospective customer.

True  False

### Question 13 (ID #132143)

Subject **Sales Concepts**  
Topic **Communications**  
Description **Telephone Communications**

When communicating on the telephone, it is important to use a(n) \_\_\_\_\_ that the prospect can easily understand.

- A. location
- B. tone
- C. pace
- D. office
- E. station

A  B  C  D  E

#### Question 14 (ID #132149)

Subject **Sales Concepts**  
Topic **Communications**  
Description **E-mail and Voicemail**

If the prospect is unavailable when you initially try to contact him, it is recommended that you leave a voicemail message in addition to sending an e-mail. This will increase the probability of receiving a response.

True  False

#### Question 15 (ID #132154)

Subject **Sales Concepts**  
Topic **Communications**  
Description **Using Voice Inflections**

Using voice inflections can be helpful when restating a prospect's \_\_\_\_\_ or \_\_\_\_\_ about your product. (Select two of the options below.)

- A. question
- B. objection
- C. declaration
- D. perception
- E. observation

A  B  C  D  E