Sales Management: Part II

HW 1

Chapters 1 and 2

Following are 20 questions: 14 multiple choice worth 5 points each and 5 open questions worth six points each.

1. B2B Marketing involves which three groups:  
a.) product/market management, marketing communications, and sales

b.) product/market management, marketing communications, and customer service

c.) product/market management, sales and promotions

d.) customer service, marketing communications, and sales

2. Product management’s primary focus is:

a.) R&D, recruitment, and pricing

b.) product development, pricing and technical support

c.) product development, pricing, technical support, and distribution

d. product development, technical support and distribution

3. In the text book the author’s goal is to integrate which two elements of B2B Marketing:

a.) marketing communication and telemarketing

b.) marketing communication and sales

c.) marketing communications and product development

d.) marketing communication and customer service

4. What percentage of CRM fails, per The Garner Group:

a.) 40%

b.) 38%

c.) 70%

d.) 50%

5. Why do customers not want to see salespeople anymore?

a.) Salespeople tend to be pushy and offensive

b.) Salespeople tend to show up without an appointment

c. ) Buyers feel they don’t have the time to spend with salespeople

d.) Buyers feel they don’t need someone to tell they how to market their product

6. Inside salespeople are:

a.) Salespeople within the buyer’s company

b.) Salespeople that work internally with buyer’s technicians

c.) Salespeople from that selling organization that work from the office

d.) Salespeople from the selling organization that work in the sales territory

7. It is estimated that the average person sees how many messages a day?

a.) 500 – 750 per day

b.) 1000 – 2500 per week

c.) 4000 – 5000 per day

d.) 6000 – 8000 per day

8. Buyer behaviour is driven by:

a.) product awareness and reliability

b.) product awareness and prices

c.) prices and delivery commitments

d.) offers and deals on the product

9. Business buyers today typically have how many people involved in deciding a purchase?

a.) 3

b.) 5

c.) 4

d.) 8

10. The sales cycle has five steps, while the buying process has:

a.) 13 steps

b.) 15 steps

c.) 11 steps

d.) 10 steps

11. Communication formats that allow for customer targeting are:  
a.) back-page newspaper advertising, newspaper inserts, telemarketing, and emails  
b.) postal mail, email, telemarketing and sales calls  
c.) postal mail, telemarketing, newspaper inserts and sales calls  
d.) television advertising, radio advertising, telemarketing and sales calls

12. Customer acquisition is generated by a combination of direct marketing and sales. Their respective contributions to customer acquisition are:  
a.) 50% direct marketing and 50% sales  
b.) 40% direct marketing and 60% sales  
c.) 30% direct marketing and 70% sales  
d.) 60% direct marketing and 40% sales

13. It is estimated that in the 1980’s it took \_\_\_\_\_ sales calls to close a sale, whereas today it takes \_\_\_\_\_\_ sales calls to close a sale.  
a.) about 5.5; 8 or 9  
b.) about 5.5; 7 or 8  
c.) 5 or 6; 8 or 9  
d.) 4 or 5; 7 or 8

14. Past customer generally quit buying from a supplier because:  
a.) they didn’t actually quit, they just ceased to be called on  
b.) they quit because they felt the supplier no longer cared or “loved” them  
c.) the supplier changed sales people and the buyer didn’t “connect” with the new sales person  
d.) a and b  
e.) a, b and c

Open Questions:

1. What is the difference between direct and indirect completion for sales? Site two examples.
2. List and explain the four customer life cycles phases.
3. Customer growth is said to be 30% direct marketing and 70% sales. What reason(s) does the author give for the emphasis on sales in generating customer growth?
4. What is customer reactivation and how can it be done?
5. What does it mean that customer information is stored “neck up”, and why is that bad for a company?