1. It is important to build a relationship with your customer. In the first few seconds after you notice the customer’s arrival, you should:
   1. Make sure your clothes are neat and you look professional
   2. Find your sales book and get it ready for your next sale
   3. Tidy up the product display before showing it to the customer
   4. Greet the customer and make him feel welcome
2. A new customer comes into your department, but you are helping another customer. You should:
   1. Focus all your attention on your current customer
   2. Let the new customer wait his turn until you have completed your current sale
   3. Acknowledge the new customer’s presence with eye contact and/or a brief comment that you’ll be right with him
   4. Help the customer who looks like he will spend the most money
3. Projecting a professional and friendly image includes:
   1. Dressing in expensive, professional looking clothing
   2. Shaking the hand of each customer
   3. Behaving in an alert and courteous manner
   4. Standing behind your cash register and waiting for the customer to come to you
4. A good reason for creating an opening for discussion is to:
   1. Break down the customer’s sales resistance
   2. Get to know what the customer wants
   3. Convince the customer how much you know about the product
5. The best way to talk to a new customer is to:
   1. Flatter her—tell her she has taste and looks great
   2. Interact as if you are old friends
   3. Match what you say and your tone of voice to her personality
   4. Convince her that you know what is best for her to buy
6. Three ways to create a positive impression of you and the store include: Complimenting the customer’s taste; assuring the customer that he is the expert; and:
   1. Suggesting that he buy “top of the line” products
   2. Stating that the products in your store are far better than those in other stores
   3. Indicating that based on your professional product knowledge, you feel his purchases are worthwhile
7. If the customer isn’t shopping alone, you can include the rest of the party by:
   1. Telling any children to behave themselves while their parent makes this important decision
   2. Suggesting that the customer might want to make this shopping decision when he is alone and can concentrate
   3. Showing some kind of service to others in the party, such as offering a chair, a cup of coffee, and so on
8. You can best determine the customer’s needs by gathering information through careful observation and by:
   1. Deciding the type of products you think the customer should buy
   2. Telling the customer everything you know about your products
   3. Asking the customer thoughtful questions
9. To keep the lines of communication open, the best questions to ask:
   1. Are direct and to the point
   2. Are ones that can be quickly answered with a “yes” or a “no”
   3. Begin with *who*, *what*, *where*, *when*, *how*,or *why*
   4. Are ones that are able to direct the customer to a decision
   5. Are structured to save the customer’s time
10. Which of the following are examples of open-ended questions?
    1. Can I help you?
    2. What features are important to you?
    3. Do you like blue or brown?
    4. Is this all for you today?
11. When fitting the products to the customer, you should:
    1. Correct her if she tells you the wrong size
    2. Ask questions that will help her define the right fit
12. Customers do not respond favorably to
    1. Non-verbal greetings
    2. Joking
    3. Soft Sales
    4. Hard sales
13. Referring a customer to a competitor will likely result in:
    1. The customer seeking you out for future needs
    2. The customer never returning to your store
    3. A lost sales opportunity for you
    4. None of the above
14. Which of the following might be acceptable techniques for directing a customer to the Customer Service department?
    1. “Customer service is on the third floor; take the elevator and turn right when you get off. I’d go with you, but I can’t leave this area unattended at the moment.”
    2. “You’ll have to take this to Customer Service; I can’t help you here.”
    3. “Someone in Customer Service can help you with that; I’ll show you the way.”
    4. A and C
15. As a sales associate, your goal is to:
    1. Keep the returns to a minimum
    2. Keep the customer coming back
    3. Decide who’s right or wrong
16. Showing the customer that you and your store stand behind the products and services you sell:
    1. Limits the profit on some items
    2. Shows a professionalism that builds customer loyalty
    3. Encourages customers to return items more frequently
17. Two of the basics needed to ensure that a customer has a pleasant experience when he comes to your store are:
    1. An enjoyable atmosphere and super service
    2. Free coffee and doughnuts, and a clean restroom
    3. Sales associates who look snazzy and take turns helping customers
18. Small kindnesses to your customers may include:
    1. Letting the customer make a local call to verify appropriateness or preference
    2. Consolidating many small packages into one large shopping bag
    3. Bringing merchandise to an older or disabled customer while he sits down
    4. Telling a customer about a lounge where she may tend to her baby’s needs
    5. All of the above
19. To assist your customers in a personal way, you should become familiar with:
    1. Their relatives, special friends, and loved ones
    2. Entertainment centers and movie theaters in the district
    3. Resources in and near your store
20. The best method for finding the right product for a customer is:
    1. Asking “yes” or “no” questions to move the sale along
    2. Asking open-ended questions
21. Benefits of a product are determined by:
    1. The manufacturer
    2. The salesperson
    3. The customer
    4. All of the above
22. Increased capacity would be a benefit of which feature?
    1. Neutral colors
    2. Natural fibers
    3. Man-made materials
    4. Dimensions
23. If a customer does not have a clear picture of what she wants, the sales associate should:
    1. Point out the product that sells the best
    2. Ask questions that can be answered “yes” or “no” to quickly narrow the options
    3. Demonstrate the sales associate’s personal favorites
    4. Ask open-ended questions to determine the customer’s needs
24. When asked, “Is this a good sleeping bag?” a sales associate’s best response is:
    1. “Yes, and it’s on sale.”
    2. “It’s our best-seller.”
    3. “I love mine.”
    4. “Can you tell me where you’ll be using it?”
25. Customers most likely need your help when:
    1. They are buying a product for the first time
    2. They purchase an item frequently
    3. An item includes assembly instructions
    4. A and C
    5. All of the above
26. The BEST way for the sales associate to learn the benefits of a product is to
    1. Attend a team training where you discuss benefits
    2. Read the vendor manual
    3. Read the instructions
27. Which of the following is a benefit of the down comforter (bed spread)?
    1. The comforter is white.
    2. The comforter will keep you warm and cozy.
    3. The comforter is a queen size.
    4. The comforter has a high thread count.
28. A customer is looking at cell phones. What should the sales associate say to the customer to help him/her find what they are looking for?
    1. Do you like a certain brand?
    2. Is there a price you are staying within?
    3. How will you be using your phone? Is it for business or personal use?
29. Why should a sales associate read a flyer about a competitor’s price?
    1. Be knowledgeable of prices when informing customer
    2. To tell the customers about the stores that have products that cost more than yours
    3. To always price your product a few cents below their products
30. The customer is looking at 2 cameras & can’t decide which one to buy. What should the sale associate ask the customer to figure out which one is best for them.
    1. What type of pictures do you plan to take with this camera?
    2. Do you prefer this or that camera?
    3. Do you like this brand?
31. A sales associate went to a class to learn about a portable Bluetooth speaker and forgot how long it takes to charge the battery. He should
    1. Ask another person with a similar portable speaker
    2. Review online class
    3. Look on Internet when he goes home
32. WHY should you know about your competition?
    1. To say we offer a better price
    2. To explain why our product is better
    3. To be prepared for questions
    4. To get a promotion
33. What is the purpose of evaluations after training which has been provided to an employee?
    1. understands the training
    2. can teach the training next time
    3. has gotten the company’s money’s worth
34. What is the term for when a store meets a competitor’s advertisement price?
    1. Advertisement
    2. Product guarantee
    3. Price matching
    4. Discounting
35. A customer calls about a cheaper price of a competitor and wants you to match the price and
    1. give him/her money back. The sales associate’s BEST response is
    2. We can't do anything
    3. I understand, let me get someone to assist you
    4. I apologize, here is the corporate office number
36. Which store offers the best deal?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Store 1 | Store 2 | Store 3 |
| Price | $27 | $27 | $30 |
| Discount |  |  | 10% |
| Warranty | 5 years | 3 years | 4 years |
| Price Match | No | Yes | Yes |

* 1. Store 1
  2. Store 2
  3. Store 3

1. An associate has just spent 30 minutes showing a customer the features of a handheld computer. The customer says, “I can get this for a lot less over the Internet. Your prices are outrageaous!” Which of these is the associate’s most professional response to the customer’s remark?
   1. Return the computer to the case & begin to help another customer
   2. Explain the benefits of buying from the store rather than the Internet
   3. Ask the manager to try to convince the customer to buy in the store
   4. Thank the customer politely for coming into the store
2. New merchandise arrives on your sales floor. Before re-stocking, you should
   1. Check for damage first & then check that the price is accurate
   2. Check that the price is accurate
   3. Check if it is perishable & put the new stuff in front of the old
   4. Check for damage & then put it on the shelf…someone will be desperate enough to buy the item
3. Example of which one is not a perishable item:
   1. Cosmetics
   2. Over the counter medicine
   3. Beverages
   4. Socks
4. The purpose of tracking inventory is all of the following except
   1. Make certain that the right merchandise is in the right store at the right time
   2. Help verify the profitability of a store
   3. Locate products that might have been damaged or dated items
   4. Locate money that may have been misplaced
5. What is the **BEST** way to learn about new merchandise in your store?
   1. Check with co-workers to see what they know about the products.
   2. Ask customers to explain what they know about the products.
   3. Read the labels and packaging information on the new products.
   4. Call the vendor or manufacturer and ask about the products.
6.   
     
   A customer goes to Happy's Hardware to shop for a new gas grill. She is looking for a gas grill that is a good value and will last a long time. The sales associate knows that competitors offer similar grills at their stores. What is the **BEST** way for the sales associate to encourage the customer to buy her grill at Happy's Hardware?
   1. Mention that with the store credit she will be able to buy additional grills.
   2. Explain how the multiple features of Happy's Hardware grills make them the best value.
   3. Tell the customer Happy's Hardware has the best customer service in town.
   4. Tell the customer that the five-year warranty reflects your commitment to the manufacturer.

43) A sales associate observes a customer browsing a rack of men's suits. How should the associate approach the customer?

* 1. "I see you are interested in our suits."
  2. "The blue suits are very popular. You take a size 40 regular, right?"
  3. "We have some great fabric and pattern choices. What colors do you prefer?"
  4. "I have some great suits on sale. May I show you a few?"

44)Once you have established a connection with a customer, what is your **NEXT** challenge?

* 1. Ask how much money he or she plans to spend.
  2. Ask if he or she has shopped in the store before.
  3. Determine exactly what the customer needs.
  4. Find out how much time he or she has to shop.

45)  What are the **BEST** kinds of questions to ask a customer to encourage conversation?

* 1. Direct and to-the-point
  2. None. Let the customer ask you questions.
  3. Open-ended
  4. Yes/no