1. Customer follow-up is
   1. Always a good idea, no matter what the situation
   2. Always a good idea for the customers who spend the most money on a regular basis
   3. Never a good idea
   4. Sometimes a good idea depending on the situation
2. If an appliance or computer is being shipped, you might call the customer to be certain it was delivered on time and in good condition and:
   1. That the delivery people were courteous and careful
   2. If the customer really liked the deal you gave him
   3. If the customer has any friends that might like the item
3. If you are making a follow-up call, it’s a good idea to call
4. during the dinner hour to make sure you contact the customer on the first try.
5. in the morning while they are getting ready for work
6. their home in the afternoon while they are at work & leave a voicemail if necessary
7. their house phone & speak with their spouse
8. Which of the following items would NOT be an appropriate finishing touch to your service?
   1. Call the customer to make sure he is satisfied with his purchase
   2. Send a handwritten note thanking the customer for his business
   3. Send a postcard thanking a customer for letting you help him select a gift for his wife
   4. Give the customer your business card and encourage him to return to the store
   5. Remember the customer’s name and use it when he comes in again
9. Which of the following are appropriate reasons for following up with a customer?
   1. You are curious whether a gift your customer purchased was well received
   2. You want to know why a customer did not make it in for a special sale
   3. You finally located an item the customer asked for a while back
   4. You haven’t seen the customer in a long time and are wondering if she is shopping somewhere else now
10. Keeping records about customer preferences:
    1. Will make customers suspicious of your ability to remember details
    2. Requires an expensive computer system
    3. Can help you provide more personalized service to returning customers
11. In your client record system, you should record:
    1. Customer purchases
    2. Customer interests
    3. Follow-up activities
    4. All of the above
12. Which of the following statements best describes why a client record system is called a “living” record?
    1. It should be accessible to anyone who wants to read it
    2. You should constantly refer to it and update it with new information
    3. You will spend more time maintaining your records than you do actually serving customers
13. Information a customer gives you
    1. Becomes public knowledge & you may share it with other sales associates
    2. Becomes public knowledge but you can only share it if the customer allows
    3. Is not public knowledge
    4. Is not public knowledge but you can share if the customer allows you to share it
14. Your business card or the sales receipt is a good place to make notes for a customer regarding:
    1. Your work schedule so the customer can contact you in the future
    2. The date a special order is due
    3. An upcoming sale
    4. All of the above
15. If you do not have business cards, you can help the customer remember you by:
    1. Asking the customer for something on which to write your name and number
    2. Writing “thank you” on the sales receipt and signing your name
    3. Telling the customer how many sales awards you have won
    4. Using your own name often in the conversation
16. If your company does not supply business cards, you should:
    1. Tell customers that they can find the store number in the phone directory
    2. Check to make sure creating your own will not violate company policy
    3. Tell the customer that the company is too cheap to give you business cards
    4. Tell customers your name and phone number and offer them a pen to write it down
17. Which of the following is a good reason to ask customers for their business cards?
    1. So you can claim these customers as your own and keep co-workers from making sales to them
    2. When customers show interest in an upcoming event and you offer to remind them
    3. So you can build up your client records with names of potential customers
    4. To learn more about them so you can suggest items that you think they can afford
18. Showing respect for a customer’s business card means you should:
    1. Never write on it
    2. Put it in your purse or wallet for safe keeping
    3. Make some comment to indicate you have read it
19. Acting as a personal shopper:
    1. Should be avoided since it takes you away from other customers
    2. Can add interest and challenge to your job
    3. Does not require any special skills or talents
20. When customers enlist you as their personal shopper, they probably should expect:
    1. Special discounts
    2. To save time and effort looking for items themselves
    3. You to be available at all times
21. When acting as a personal shopper, you should:
    1. Choose a wide selection of items from which the customer can choose
    2. Ignore the customer’s bad taste and choose the items that you think she should wear
    3. Select only items that fit her interests
22. One of the most important skills in being a personal shopper is to:
    1. Always guess correctly at what the customer wants
    2. Listen carefully for clues about the customer’s preferences
    3. Convince customers to follow your advice
23. If you schedule a personal shopping appointment with a customer, it would be a good idea to:
    1. Call and confirm the appointment the day before
    2. Set aside some items you think the customer will be interested in
    3. Keep your appointment book with you at all times so you don’t double-book yourself
    4. All of the above
24. Personal shopping services may be appropriate for which of the following customers?
    1. A shopper who says she just wants to browse
    2. A shopper who asks you to help select gift items for the holidays
    3. A customer who is in a hurry and does not have time to look for specific items
    4. B and C
25. The first step in addressing a customer’s objections is to:
    1. Try to change the subject
    2. Point out ways the product benefits the customer
    3. Make sure you understand the objection
    4. Try to show alternative products
26. If a customer’s objections don’t seem consistent with what she said before, you should:
    1. Point out the inconsistency
    2. Dig a little deeper to get to the root of the problem
    3. Suggest that you start over
27. You should contact your customer for feedback when:
    1. Their items are being delivered
    2. They purchase expensive items
    3. They give you permission to call
    4. All of the above
28. Customers are most likely to complete feedback surveys if:
    1. The forms are placed near the cash register
    2. They are happy with your service
    3. You ask them to complete the survey
    4. None of the above
29. Turn your phone interaction into a loyal customer by:
    1. Letting the customer know about sales events
    2. Mentioning services he may not be aware of
    3. Offering to ship items directly to the customer
    4. All of the above
30. What is the BEST way for a sales associate to inform customers of the store’s frequent shopper

program?

* 1. Tell customers about it during the sales transaction.
  2. Explain the program upon customer inquiry
  3. Call potential customers to inform them of the program
  4. Call potential customers to inform them of the program and to offer to get then starting earning awards

1. What is a rebate and when does the customer receive it?
   1. During check out
   2. After the customer mails in the receipt and rebate form, he/she will receive money in the mail
   3. When you put a little bit at a time for a product and then when you are finished paying for the product, you get to take it home
2. What is the term for when a store meets a competitor’s advertisement price?
   1. Advertisement
   2. Product guarantee
   3. Price matching
   4. Discounting
3. After a delivery is made to a customer, the sales associate should
   1. Follow up with a call
   2. End of month survey
   3. Thank them next time come in
4. The sales associate was with a customer when another customer walked in so he communicated

with him non-verbally by

* 1. Saying welcome to the store, how may I help you?
  2. Smiling at the customer & giving eye contact
  3. Smiling & saying I’ll be right with you

1. A sales associate can limit objections in sales presentations by
   1. Allowing an amount of time for feedback
   2. Not going over their price limit
   3. Telling all features
   4. Building rapport and trust and focus on needs
2. The BEST follow-up by the sales associate after a washer & dryer are bought and will be

delivered the next day is to:

* 1. Call the day before the delivery
  2. Call the day after the delivery
  3. Send a thank you note

1. A customer bought a kitchen appliance and had it installed. What is the next step for the sales

associate?

* 1. Call or email to check if the delivery was received on time and items were not damaged
  2. Ask the customer next time they come in how the item is working
  3. Put that they bought the appliance in your database

1. A customer calls about a cheaper price of a competitor and wants you to match the price and

give him/her money back. The sales associate’s BEST response is to say:

* 1. We can't do anything
  2. I understand, let me get someone to assist you
  3. I apologize, here is the corporate office number

1. In a department store, a $40 dress is marked, "Save 25%." What is the sale price of the dress?
   1. $10
   2. $30
   3. $50
2. What question do you ask to get feedback to see if the computer software met expectations of

the customer?

* 1. Did they deliver on time?
  2. Did you have installation problems?
  3. What new features have you used?
  4. How has the software worked for what you were using it for?

1. 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 | Yes | 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