1. Which display showcases the idea of suggestive selling?
   1. A display with hunting gear and ballet slippers.
   2. A display with a mannequin with a dress, necklace, & shoes on.
   3. A display with different color watches.
2. A customer needs help on how to clean a jacket she just bought. What should you suggest for her to do?
   1. Ask the manufacturer
   2. Look at the label
   3. Ask a customer
   4. Ask an employee
3. Private label items:
   1. Are often made by famous manufacturers
   2. May have the same features as a nationally-recognized brand
   3. Are often less expensive than national brands
   4. All of the above
4. Which of the following phrases might be appropriate when discussing clothing size with your customer?
   1. You look to be about a size XX.
   2. Have you worn this brand before? What size was most comfortable for you?
   3. How big are you?
   4. You wear a bigger size on the bottom than on the top.
5. How would you handle a situation where a customer wants a brand that you don’t carry?
   1. Convince him that your brands are better
   2. Get permission from him to show the items you do have that meet his needs
   3. Tell him that he won’t find anything better than what you have
   4. Smile and listen politely, but don’t tell him you don’t have his brand; show him your items anyway
   5. Tell him you don’t carry that brand then excuse yourself to serve someone else
6. If your store does not offer the particular product of service the customer is looking for, your first option should always be to:
   1. Convince the customer he doesn’t need it anyway
   2. Suggest alternatives that your store does carry
   3. Immediately refer him to a competitor
   4. Inform him of the drawbacks of the product he is seeking
7. Which of the following are acceptable ways to ask a customer’s permission   
   to provide alternatives?
   1. We don’t carry that specific brand, but may I suggest …
   2. Is that the only brand you were interested in?
   3. Is there anything else you were looking for?
   4. We don’t recommend that item. May I show you a better product?
   5. All of the above
8. The warranty is an excellent tool for you to use to:
   1. Prove that your company has the best price
   2. Explain your company’s return policy
   3. Reassure the customer about a product’s quality
   4. All of the above
9. If your company does not have a manual that describes all the major product warranties, you should:
   1. Avoid talking about warranties with your customers
   2. Create your own by making copies of the various product warranties and related information
   3. Decide on a general, neutral comment you can make if customers ask you about a warranty
10. When your customer asks you to make an exception to the company policy regarding warranties, you should probably:
    1. Check with your immediate supervisor or manager
    2. Make the exception, but only if the customer promises to make additional purchases
    3. Tell him you do not make exceptions
11. When customers return merchandise, you should:
    1. Make sure they have a good reason for doing so
    2. Treat them with the same respect you would if they were making a purchase
    3. Not worry about how you treat them, because you don’t want them to come back again
12. The company’s return policy should always be
    1. clearly displayed in writing & mentioned by the employee
    2. clearly displayed in writing only
    3. mentioned by the employee only
    4. kept secret
13. Even if your company’s return policy restricts what you can do for the customer, you should:
    1. Consider alternatives, such as offering a discount coupon or a free sample
    2. Agree with him that the product is defective and should be replaced, but tell him that the store won’t let you do anything about it
    3. Do what the customer asks; management will have to support your decision
14. In preparing a resource list for your customers, you should consider including:
    1. Local companies that have complementary services to the products you sell
    2. Phone numbers that customers have requested in the past, such as a taxi service
    3. Information about companies you recommend, such as repair shops
    4. All of the above
15. When customers request any of the service “extras” your store offers:
    1. Tell them they’ll have to contact Customer Service for further information
    2. Make a note in your client record system so you can provide more personalized service when those customers return in the future
    3. Tell them they’ll have to wait until you finish with the other customers in your area before you can give them that amount of time
16. Shoppers are more likely to buy new food products if:
    1. They can taste them
    2. You provide recipes for using them
    3. You display serving suggestions
    4. Any of the above
17. If you do not have a product that meets all of a customer’s needs, your best course of action is to:
    1. Sell a product you have that satisfies most of the customer’s needs
    2. Point the customer toward a nearby competitor that sells exactly what they’re looking for
    3. Tell them you are sorry for the inconvenience
18. A customer says, “I know this is a popular line, but this is an awful lot to pay for a simple white T-shirt.” The best option for the sales associate is to:
    1. Provide more information
    2. Make it easier to buy
    3. Suggest an alternative
    4. None of the above
19. A layaway option could satisfy a customer’s objection regarding:
    1. Warranty
    2. Capacity
    3. Affordability
    4. Delivery time
20. If a customer wants an item that is out-of-stock, you should do all of the following *except*:
    1. Find out when the next shipment is due to arrive
    2. Contact other stores in your chain to see if they have it in stock
    3. Check with the warehouse and see how quickly it can be transferred to your store
    4. Take the customer’s phone number but don’t promise to call by any specific date
21. A customer will be more likely to buy a product such as a DVD player if you:
    1. Show how easy it is to program
    2. List every feature the DVD player has
    3. Open the manual to show how instructions are displayed
22. Which of the following examples BEST represents cross-selling?
    1. Mentioning the sale on athletic shoes when a customer purchases a pair of dress shoes.
    2. Discussing the benefits of different brands when a customer is purchasing a computer.
    3. Letting a customer know that there are a few out of season pajamas on the clearance rack when the customer asks about pajamas.
    4. Showing the customer a matching scarf and gloves when the customer purchases a winter coat.
23. What is the most effetive way to determine a customers price range for an item?
    1. Ask how much of weekly income the customer can spend on the product
    2. Listen closely to the customers responses to questions regarding price
    3. Watch the customers body language when showing the customer a price tag
    4. Expect that if the customer like the quality; price wil not be an issue.
24. Which of the following BEST defines a guarantee?
    1. Coverage of the defects described in the information provided by the manufacturer
    2. Certificate insuring that a product has been properly inspected by the manufacturer
    3. Service contract that covers products beyond the time frame or conditions stated by the manufacturer
    4. Agreement that the manufacturer will be responsible for any defect in a product & will replace or repair a product that is defective.
25. If the store does not offer the particular product the customer is looking for to use this weekend for a party they are hosting, your FIRST option should always be to
    1. convince the customer he doesn’t need it anyway
    2. Suggest alternatives that your store does carry
    3. Immediately refer him to a competitor
    4. Inform him of the drawbacks of the product he is seeking
    5. Offer to special order the item.
26. If the store does not offer the specific one of a kind particular product the customer is looking for, your FIRST option should always be to
    1. convince the customer he doesn’t need it anyway
    2. Suggest alternatives that your store does carry
    3. Immediately refer him to a competitor
    4. Inform him of the drawbacks of the product he is seeking
    5. Offer to special order the item.
27. A customer is ready trying dresses on. A sales associate may assist by
    1. Asking what size the customer wants in the locker room
    2. Asking how much the customer plans on spending
    3. Offering 2 sizes stating each brand varies
28. The BEST way to sell a new pizza at a bulk discount store (like SAM’s) is
    1. Taste test
    2. End of aisle display
    3. Product comparison
29. When is the BEST time to tell a customer about a product warranty?
    1. At the beginning of sales process when discussing benefits
    2. During check out process
    3. When the sale is complete
30. A customer is looking for an item that is out of stock. How can the sales associate BEST assist that customer?
    1. Personally deliver the item when in stock
    2. Offer alternative that meets the customer’s needs
31. The warranty is an excellent tool for you to use to:
    1. Prove that your company has the BEST price
    2. Explain your company’s return policy
    3. Reassure the customer about a product’s quality
32. A customer bought a laptop last week and is trying to return it & he has the receipt. The receipt states if you return within 10 days you may receive a refund and if you return after 10 days you will receive store credit. In either situation you must have a receipt on hand. How does a sales associate respond?
    1. Apologize for the inconvenience & give the refund unless they prefer an exchange or store credit
    2. Ask them why they didn’t want it and give them store credit
    3. No returns at this point in time
33. Warranties provide repair and/or maintenance for a specific time for a car, home, or major appliance and is included in the price of the product (usually provided by the manufacturer). What is the purpose of this warranty?
    1. A promise to stand behind the product
    2. To show it isn’t the best quality so you need a warranty.
    3. A promise to replace the product no matter what happens.
    4. To prove you will not need a warranty.
34. [Extended warranties](https://www.consumer.ftc.gov/articles/0240-extended-warranties-and-service-contracts) are service contract that are not actually warranties b/c it is sold separately at an extra cost. The warranty is provided by the manufacturer. The extended warranty is provided by the:
    1. Manufacturer
    2. Retailer
    3. Customer
35. The BEST way for a sales associate to show the product’s quality is to
    1. demonstrate the product
    2. tell the customer to try the product after they buy it
    3. Let the customer read the label
36. A retailer may allow for a more flexible return policy because it
    1. Keeps customers from being dissatisfied by allowing them to return or exchange
    2. Keeps customers from getting angry and yelling at the associate
    3. Allows teenagers to wear outfits & return them afterwards
37. What is the sales technique used to get a customer to spend more by purchasing a product that’s related to what’s being bought already (ex. Digital camera & memory card)
    1. Cross Selling
    2. Up-Selling
    3. Direct Selling
    4. Hard Selling
38. 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
39. 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
40. 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
41. 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. 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. 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
3. If you discourage customers from purchasing a product that exceeds their needs, they are most likely to:
   1. Appreciate your honesty
   2. Resent your interference
   3. Buy more than they need anyway
4. An advertisement for the AC unit states “you buy it and we install it” but then the sales associate gives the customer a list of items that the store doesn't do installments for and the AC unit is on the list. How will you handle this situation?
   1. Apologize for the inaccurate ad and pay for a professional to install.
   2. Honor what the advertisement says and complete the installment yourself.
   3. Give the customer money to get the AC installed by a professional.
   4. Apologize for the inaccurate ad, pay for the professional to install, and take down the inaccurate ad.
5. By becoming an expert at special orders, you may benefit by:
   1. Learning more about the products you sell
   2. Learning more about customer needs and interests
   3. Getting to know people in other departments
   4. All of the above
6. When the sales associate is stocking the shelves, he should FIRST
   1. Read the instructions on the manual to know how to use
   2. Make sure the product is working
   3. Practice saying the features and/or benefits to a co-worker
7. 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
8. Joe sells a customer a new freezer for his garage. The customer wants it installed, but the store does not offer installation service for freezers. Which of the following is the **BEST** response?
9. "All you have to do is simply plug it in. It does not need any special hook-ups."
10. "We offer installation on some items, but freezers are not included."
11. "I am sorry for the misunderstanding, but you do not need installation service for this unit."
12. "Unfortunately, we do not install freezers, but I will show you exactly what you need to do so you can do it yourself."

58)

This is the price list at a garden shop. Use the price list to answer this question. If a senior citizen buys a bird feeder on Wednesday, how much will it cost?

1. $16.00
2. $17.00
3. $18.00
4. $19.00

  59)

A new line of designer silk scarves has arrived in your store. The scarves have intricate clasps and there are multiple ways to tie. What should the sales associate do before demonstrating the scarves to customers?

1. Try out the multiple ways to tie the scarves so she can better show customers how to wear them.
2. Safely unpack the merchandise to minimize damage from handling before putting on display.
3. Photocopy an illustration to show the different styles for wearing.
4. Check for an inspection sticker on either the merchandise or package to ensure the clasps work properly.

60) Sally works for a sporting goods store and is assigned to treadmills for the time. She completed the product training two weeks prior. What should Sally do to prepare?

1. Demonstrate the treadmill in the store to become familiar with the features.
2. Ask her boss to assign her to another department she is more familiar with.
3. Find the treadmill box and read the information.
4. Switch departments with another sales associate.

  61) A customer brings a competitor's ad into your store and asks that you meet the advertised price. As a sales associate, what should you do **FIRST**?

1. Tell the customer that he or she should go to the store that placed the ad.
2. Immediately change the price in your store to meet the competitor's.
3. Refer to your store's policy on meeting competitor's ads.
4. Ask your store manager how to respond to the customer.

62) A customer is gathering information before making the final selection on a new car. You have suggested the car that seems to be the best choice. After taking a test drive, the customer decides to continue to look at other options. What is the **BEST** response to your customer?

1. "Well, if you want to come back and look some more, here is my card. Feel free to give me a call."
2. "I agree. You should give your decision more thought. It is important that you are 100% satisfied. Here is my card in case you have additional questions."
3. "I’m sorry you were not able to find exactly what you are looking for, but if you decide to come back, please be sure to ask for me."
4. "I'm sorry, I don't have a business card, but if you will give me yours, I'll be glad to call you to see if you have other questions."

63) What type of question will help you understand a customer’s pricing needs without making them feel uncomfortable?

* 1. What kind of brand do you currently own?
  2. How much exactly do you want to spend on this product?
  3. Do you want to look on the clearance rack?

64) What is the sales technique used to get a customer to spend more by purchasing a product that’s related to what’s being bought already (ex. Digital camera & memory card)

a. Cross Selling

b. Up-Selling

c. Direct Selling

d. Hard Selling

65) You are completing a sale in store and another customer calls on the phone. What should you do?

a. Answer the phone and continue to help the customer at the store at the same time.

b. Put the call on hold, excuse yourself, and go find another associate to handle the call

c. Excuse yourself, answer the phone, and ask if you can call the customer back.

d. Excuse yourself, answer the phone, and quickly assist the caller.