Business of Retail Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter 1: Retail Industry Overview

1. Which category would the following action be categorized in: acknowledge and welcome the customer in a cheerful manner in attempt to establish a rapport?
   1. Make a Connection with the Customer
   2. Assess Needs and Interest
   3. Listen and Confirm Customers’ Needs
   4. Recommend Comprehensive Solutions
2. Jack a customer who needs a 9-passenger van to bring his son’s basketball team to a Dave & Busters for a group outing. He goes into the nearby vehicle rental office looking to rent a 9-passenger van, but another customer rented the last one available 2 hours earlier. Jack seems really needs that type of vehicle, and the closest rental office with this type of vehicle is 31 miles away. What is the sales associate’s best response?
   1. “I just rented the last 9-passenger van 2 hours ago. If you just would have gotten here earlier, I could have rented that on to you.”
   2. “I’m sorry but all the 9-passenger vans are all rented out. In the future, Next time go online to rent the van in advance. We only have a few of those types and they are really popular.”
   3. “I’m sorry but the 9-passenger van isn’t available anymore. Would you be interested in renting a 7-passenger van?”
   4. “We have a larger van available in case you’d like to consider other options. But if you really want the 9-passenger van, we also have an office 31 miles away. Would you like me to check if they have one available?”
3. A customer shopping for gloves is undecided about which brand to buy. She narrowed her options down to 2 popular brands, what should the associate say to help the customer decide?

a. “If you’re undecided, you can get both, and I can give you a 20% discount.”

b. “Both gloves have great reviews. Why don’t you try both and see how they feel on your hands?”

c. “You can pick based on the color. Which color do you like best?”

d. “They’re both great gloves, so both choices are good choices.”

1. A cake shop completed its first big party. The shop wants to promote additional business and create a loyal clientele. Which is the MOST effective way to do this?
2. Create attractive cake displays and signs for customers who visit.
3. Ask satisfied customers for feedback, referrals, and opportunities to serve their upcoming events.
4. Take pictures of the event and make posters for the shop.
5. Place an ad in the local newspaper, showing the shop’s address, telephone number, and site address.
6. A customer has $100 to spend on buying a gift. They could make their purchase either at Cabela’s or at Bass Pro. What competitive relationship exists between these two retailers?
7. Rival competitors
8. Replacement competitors
9. Direct competitors
10. Indirect competitors
11. You are the cashier at an O’Reilly’s Auto Store and a Susan comes in and says that her tire sensor has come on, but she doesn’t know what it means. You go out to look at the sensor light and realize that her rear right tire is low in air. Susan isn’t sure about what air pressure is safe to use. You are new at your job, so you don’t know the answer. What is your next best step?
12. Ask another associate at the store that might know what’s the recommended PSI for the tire.
13. Tell Susan the pressure she should use is the 24 PSI just to be safe since you know that’s not too much.
14. Tell the Susan that you don’t know the answer to that question.
15. Look up the answer online with Susan.
16. Lids buys hats from many manufacturers and stores them here before shipping to their stores.
    1. Manufacturer
    2. Distribution Center
    3. Retailer
    4. Customer
17. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are retailers that offer the same products or services with the goal of selling it to the same audience
    1. Replacement Competitors
    2. Indirect Competitors
    3. Partner Competitors
    4. Direct Competitors
18. A sales associate just completed a sale on a dishwasher and the customer wants it delivered tomorrow on the associate’s day off. Which of the following should the sales associate do?
    1. Give the warehouse delivery service’s phone number to the customer and have the customer deal w/ it
    2. Check with the warehouse delivery drivers while the customer is still in the store.
    3. Explain that they have no control over the delivery schedule.
    4. Promise delivery for the specified time to make the customer happy.
19. Mr. Wilson calls your store and tells you that he needs a large suitcase for a trip he is taking in less than a week. He says that the suitcase he has is too small. After looking at your website, he found a suitcase which he would like to purchase. That particular suitcase is not in stock, but you can order it for the customer. Which of the following should you do?
    1. Try to sell Mr. Wilson a more expensive suitcase that you do not have in your store.
    2. Tell Mr. Wilson to contact the manufacturer about his current suitcase to see if it is under warranty.
    3. Tell the customer the item can be ordered and should arrive in time if he is willing to pay for overnight delivery.
    4. Provide a list of other stores in the area that sell luggage for the customer to call.
20. Keith decides he will use Turbo Tax to do his own federal income taxes and file them. Keith shops for the software at Office Depot on Friday evening. He plans to do his taxes over the weekend so he can mail them on Monday, April 15. Allison is the sales associate and tells Keith that they do not have the program in stock. Allison checks with the buyer and finds out that a new supply is expected on Monday. What’s the best way for Allison do to help the Keith right now?
    1. Call a competitor’s store and see if they have the program in stock to meet the customer’s immediate needs.
    2. Ask Keith why he waited until the last minute to do his taxes.
    3. Ask Keith what Turbo Tax features he likes about the software and see if the store has another program in stock that would fit his needs.
    4. Tell Keith that she will call him as soon as the new shipment arrives and put one on hold for him.

1. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a business that’s owned by shareholders through publicly traded stock, has many stores and has centralized ownership
   1. Corporation
   2. Independent
   3. Franchise
   4. Private Company
2. A customer is undecided on buying wireless headphones or traditional wired headphones, and seems to like the wireless headphones the best, but he is not sure about making the purchase. What should the sales associate do to encourage him to make the purchase?
   1. Remind the customer about the return and exchanges policies & highlight the superiority in connectivity of the wireless headphones
   2. Offer the customer to enroll in the store’s loyalty program to collect points for this purchase
   3. Ask the customer to think about it and come back when she’s ready to make a purchase
   4. Give the customer space while she decides what she wants
3. Several customers are checking out at the express lane with 10-15 items. There is a large sign that says the express lane is for customers with 5 items or less. The cashier’s supervisor wants the 5-item rule enforced. What should the cashier do?
   1. Write a sign to place in front of the register
   2. Ask the customers to choose another lane
   3. Serve the customers anyway
   4. Call the supervisor over to enforce the rule