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. If a customer walks directly to an item, this may indicate that he:
   1. Knows what he wants and would probably appreciate quick, efficient service
   2. Just wants to look at the item and has no interest in buying
   3. Is in a hurry and doesn’t want any attention from you
   4. Is looking for the least expensive brand
9. Your ultimate goal as a sales associate is to:
   1. Meet your quota each month
   2. Provide service to as many customers as you can
   3. Satisfy the customer
10. 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
11. 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
12. 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?
13. 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
14. 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.
15. 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
16. 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
17. Customers do not respond favorably to
    1. Non-verbal greetings
    2. Joking
    3. Soft Sales
    4. Hard sales
18. 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
19. 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
20. Creating customer loyalty is rewarding for:
    1. The store
    2. The sales associate
    3. The customer
    4. All of the above
21. When something goes wrong or a product does not perform as expected, provide the customer with a quick resolution and:
    1. A cup of coffee
    2. Service with a smile
    3. An excuse for the product’s failure
22. 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
23. 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
24. 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
25. 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
26. 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
27. 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
28. 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
29. Customer complaints should be welcomed because they provide an opportunity to:
    1. Do something different for a change
    2. Get customers back to the store so they’ll buy more
    3. Learn about problems so improvements can be made
    4. Learn who the potential “problem customers” are
30. Which option sounds best when dealing with a customer complaint?
    1. “Know when to give in to the customer’s demands”
    2. “Keep the customer from asking for a refund”
    3. “Know a solution if the customer does not suggest one”
    4. “Keep asking what the customer wants, even when the solution is obvious to you”
31. If a customer becomes abusive, you should probably:
    1. Refund his money immediately
    2. Contact your manager
    3. Tell him he is being abusive and call security
32. When the customer presents you with a problem, you should ask her:
    1. How she would like the situation solved
    2. Who is at fault in the situation
    3. If she shops at your store on a regular basis
33. If you find yourself having to resolve a very difficult issue, you may want to:
    1. Ask the customer to come back another time
    2. Tell the customer that he is being unreasonable
    3. Get help from a more senior employee
34. 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
35. 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
36. When customers come to you with complaints, you need to:
    1. Listen carefully
    2. Be patient
    3. Get information
    4. All of the above
37. Two of the basics that are 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
38. 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
39. 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
40. 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
41. 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
42. When balancing service between phone customers and those you may already be helping in the store, you should:
    1. Tell your in-store customer that you need to get the phone and she should look around for awhile
    2. Move your in-store customer over to by the phone and help both customers at the same time
    3. Excuse yourself courteously from your in-store customer saying that you’ll be right back and answer the phone
43. Which of the following steps will help you keep commitments to customers?
    1. Promising customers you will find the items they request
    2. Calling customers back only when you can find the requested item or information
    3. Immediately stopping whatever you’re doing to take care of phone customer requests
    4. Calling customers back in a timely manner
44. To help build customer loyalty, you should:
    1. Say what you’ll do and be very clear on what you are promising; make notes so you will remember
    2. Not risk disappointing a customer by telling him when you cannot make an exception
    3. Make exceptions, but be sure to let the customer know that you are making an exception and that your actions do not reflect standard practices
    4. A and C
45. 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
46. 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
47. 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
48. Benefits of a product are determined by:
    1. The manufacturer
    2. The salesperson
    3. The customer
    4. All of the above
49. Increased capacity would be a benefit of which feature?
    1. Neutral colors
    2. Natural fibers
    3. Man-made materials
    4. Dimensions
50. 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
51. 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
52. A layaway option could satisfy a customer’s objection regarding:
    1. Warranty
    2. Capacity
    3. Affordability
    4. Delivery time
53. 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
54. Brand loyal customers:
    1. Always purchase from the same store
    2. Ask for a particular make by name
    3. Either of the above
55. 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
56. 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?”
57. 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
58. 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
59. 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
60. 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.
61. 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.
62. 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.
63. 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.
64. 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.
65. 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
66. 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
67. 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
68. 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
69. A sales associate hears another associate struggling to answer questions from customer.
    1. Stop and introduce yourself and help the associate
    2. Stop & switch with the other sales associate so you are both working on something
70. 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
71. 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
72. 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.
73. 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
74. 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? Will you use it for example business or personal use?
75. 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
76. 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?
77. The sales associate’s communication with a phone customer is best projected through his/her
    1. Patience
    2. Listening skills
    3. Problem solving
    4. Tone of voice
78. 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?

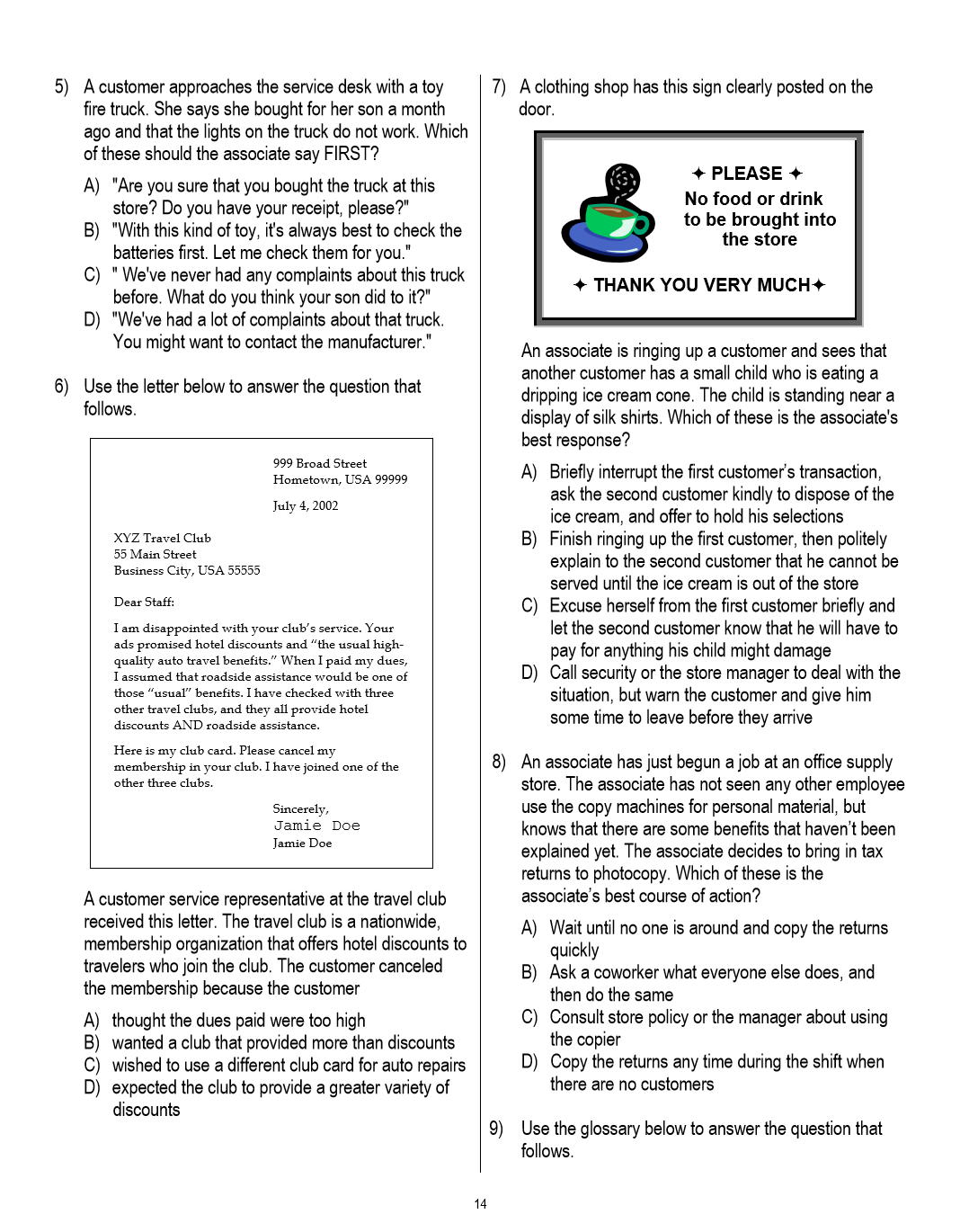
A. Apologize for the inaccurate ad and pay for a professional to install.

B. Honor what the advertisement says and complete the installment yourself.

C. Give the customer money to get the AC installed by a professional.

D. Apologize for the inaccurate ad, pay for the professional to install, and take down the inaccurate ad.

1. A customer comes in to return an item without a price tag attached 1 month from the date on the receipt. The return policy states the price tag must still be attached to the item and the customer has 10 days to return an item.
   1. Accept the return regardless of what the return policy states.
   2. Tell the customer they should have returned in 3 weeks ago.
   3. Let them know you can’t accept the return but you can make an exchange.
   4. Don’t give them their cash but give them a store credit.
2. 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.
3. [Extended warranties](https://www.consumer.ftc.gov/articles/0240-extended-warranties-and-service-contracts) are service contracts 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
4. The BEST way for a sales associate to show the product’s quality is to
   1. demonstrate it
   2. Say you use it
   3. Let them read label
5. A sales associate went to a class to learn about 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
6. 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
7. 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
8. 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?
9. A customer comes in with broken shoe. The sales associates BEST response is
   1. What can I do to make right?
   2. Was your foot too big for that size?
   3. How did you break it?
   4. Was it satisfactory before?
10. 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
11. If a customer becomes irate, the sales associate should call the
    1. Police
    2. Customer’s mom
    3. Manager
12. 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
13. How should an employee act when discussing the warranty or return policy with a customer?
    1. Sincerity
    2. Maturity
    3. Objectivity
    4. Subjectivity
14. What should an employee show to deal with an inconvenienced customer?
    1. Empathy
    2. Patience
    3. Sincerity
    4. Maturity
15. What should an employee show when apologizing?
    1. Empathy
    2. Patience
    3. Sincerity
    4. Maturity
16. What should an employee show to deal with angry customers?
    1. Empathy
    2. Patience
    3. Sincerity
    4. Maturity
17. What should an employee show to a customer in uncomfortable situation?
    1. Sincerity
    2. Maturity
    3. Objectivity
    4. Subjectivity
18. How should an employee act when discussing how a customer looks in dress?
    1. Sincerity
    2. Maturity
    3. Objectivity
    4. Subjectivity
19. A customer enters a popular electronics store and begins asking the sales associate detailed questions about a particular computer. The associate is unsure of the answers to the customer’s questions. Another associate overhears the customer and offers to help. Which of these should the first associate do?
    1. Politely refuse the help and try to answer the customers questions anyway
    2. Ignore the other associate, who probably only wants the commission on the sale
    3. Let the other associate help the customer and look for another customer to help
    4. Accept the offer of help & listen to the answers to the customers questions.
20. Use the letter below to answer the questions that follows:



A customer service representative at the travel club received this letter. The travel club is a nationwide membership organization that offers hotel discounts to travelers who join the club. The customer cancelled the membership because the customer

* 1. Thought the dues paid were too high
  2. Wanted a club that provided more than discounts
  3. Wished to use a different club card for auto repairs
  4. Expected the club to provide a greater variety of discounts

1. A customer approaches the service desk with a toy fire truck. She says she bought for her son a month ago & that the lights on the truck do not work. Which of these should the associate say FIRST?
   1. “Are you sure that you bought the truck at this store? Do you have your receipt, please?”
   2. “With this kind of toy, it’s always best to check the batteries first. Let me check them for you.”
   3. “We’ve never had any complaints about the truck before. What do you think your son did to it?”
   4. “We’ve had a lot of complaints about the truck. You might want to contact the manufacturer.”