

- 22 Which of the following is NOT an important issue confronting sales force managers in the 21st century?
A) Creating more nimble sales force organization B) Building long-term relationships with customers
C) Gaining greater commitment from salespeople D) Leveraging available technology
E) Shifting sales management from coaching to commanding.
- 23 The three new-age themes in sales management are
A) Simplicity, nonviolence, and peace B) Responsibility, efficiency, and centralization
C) Innovation, technology, and leadership D) Sustainability, ecology, and depletion
E) Control, depreciation, and stagnation
- 24 Compared to transactional selling, relationship selling involves
A) Increased number of vendors B) Adding value to the customer's business
C) Reducing the size of the sales force D) Emphasizing price
E) All of the above
- 25 For today's salespeople, technology to help them do their jobs include
A) The Internet B) Efficient consumer response systems
C) Customer relationship management systems D) Electronic data interchange
E) All of the above
- 26 Organizationally, today's sales force managers are becoming more _____ and sales forces less _____.
A) Centralized; stationary B) Flexible; hierarchical C) Top-down; responsive
D) Managed; motivated E) Traditional; visionary
- 27 Effective leadership of salespeople includes
A) Communicating rather than controlling B) Becoming a cheerleader instead of a supervisor
C) Empowering salespeople rather than directing them D) Becoming a coach instead of a boss
E) All of the above
- 28 Sales management is a global endeavor because
A) Of the ability to communicate anywhere in the world B) Of significant growth opportunities abroad
C) Customers are global D) Communication is opening new markets
E) All of the above
- 29 Relationship selling recognizes
A) Long-term business relationships require ethical standards
B) A sucker is born every minute
C) Word-of-mouth advertising is not important
D) Repeat purchases come from transactional relationships
E) All of the above
- 30 Harold is looking for new salespeople. In assessing what selling skills are needed, he recognizes
A) Selling skills and requirements can vary greatly
B) Different buying processes require different skills
C) Different markets have different selling needs
D) Varying product complexity creates different selling skills
E) All of the above
- 31 Which of the following is NOT part of the sales management process?
A) Formulation of a sales program B) Securing senior management buy in
C) Implementation of the sales program D) Evaluation and control of the sales program
E) All of the above are part of the sales management process

- 32 Sarbanes-Oxley, the corporate accountability law passed after the many business scandals in the beginning of the twenty-first century, is an example of
- A) An environmental force that can constrain organizations' ability to pursue certain marketing strategies or activities.
 - B) Environmental variables, and changes in those variables over time, helping to determine the ultimate success or failure of marketing strategies.
 - C) Changes in the environment creating new marketing opportunities for an organization.
 - D) Environmental variables affected or changed by marketing activities.
 - E) None of the above.
- 33 The aging of the baby boomer generation is an example of
- A) An environmental force that can constrain other organization's ability to pursue certain marketing strategies or activities.
 - B) Environmental variables, and changes in those variables over time, helping to determine the ultimate success or failure of marketing strategies.
 - C) Changes in the environment creating new marketing opportunities for an organization.
 - D) Environmental variables affected or changed by marketing activities.
 - E) None of the above.
- 34 Which of the following is NOT an example of an external economic environmental factor affecting sales management?
- A) Gross domestic product
 - B) Competition
 - C) Consumer protection legislation
 - D) Distribution channels
 - E) Inflation
- 35 In evaluating the external economic environment, salespeople are critical in understanding the competition because
- A) Managers never know what is going on
 - B) They are often the first to observe changes in competitor's strategy
 - C) They often are hired away by competitors
 - D) Antitrust laws prevent companies from engaging in competitive intelligence
 - E) All of the above
- 36 Key sales management activities include:
- a) Guiding new product testing
 - b) Reviewing sales performance from a previous period, identifying variances, and taking action based on variances
 - c) Preparing marketing budgets and allocating budget to service teams
 - d) Determining the overall vision for the company
 - e) Establishing the promotional mix for the organization
 - f) Establishing the company channel affiliate relationships
- 37 Which of the following shifts in the customer marketplace has implications for sales management?
- a) Rising customer expectations
 - b) Increasing supplier bases
 - c) Decreasing customer power
 - d) Focus on price
 - e) Decrease in use of wholesalers
 - f) Decrease in trade partnerships and alliances
- 38 This element is part of the model for Sales Force Management
- a) Developing a channel management program
 - b) Reviewing and evaluating sales performance
 - c) Conducting product P&L analysis
 - d) Media buying
 - e) Conducting inventory audits
 - f) Establishing competitive positioning for sales
- 39 A key activity that a Sales Manager might do in a typical month is making sales calls with a salesperson. The main reason for this is to:
- a) Look for a reason to fire the salesperson
 - b) Establish the sales manager as the account lead
 - c) Use joint sales calls as a training and coaching tool
 - d) Observe how the salesperson manages expense account

- e) Ensure that the salesperson is dressing appropriately f) Use as a role play opportunity
- 40 The major shifts in the customer marketplace that have implications for sales management include:
a) Longer product and service cycles b) Decrease in competitor alliances
c) Reduction in co-branding between companies d) Less focus on automating supply chain
e) Lack of integration of marketing communication programs f) Shorter product and service cycles
- 41 Relationship selling approaches include:
a) Creating a win/lose situation with customer b) A focus on consultative selling
c) A focus on product selling d) Reducing price of product to build relationship
e) Taking the customer to dinner often and giving them gifts
f) Bringing in external consultants to build customer relationships
- 42 The most important competency a sales manager must possess is
a) Being organized b) Understanding technology
c) Training salespeople d) Understanding sales reports
e) Strategic planning and implementation f) Keeping selling expenses under control
- 43 According to the text, what has been identified as Canada's key competitive advantage?
a) Skilled labour pool b) Trade policies c) Communications infrastructure
d) Multiculturalism e) Trade surplus f) Exchange value of Canadian dollar
- 44 This is a key consideration when determining the sales organization hierarchy
a) The trend towards creating additional levels with an organization
b) The trend towards adding more sales managers
c) The nature of product or service
d) The size of the company is less important due to automation
e) The use of the internet to minimize geographic market coverage requirements
f) The fact that sales job titles are becoming less important
- 45 The levels of the sales management hierarchy include
a) Sales level b) Executive level c) Product level
d) Operational level e) Global level f) Local level
- 46 According to the text, the major downside of promoting your top sales person to a sales manager position is:
a) Top salespeople are disorganized b) Top salespeople have poor interpersonal skills
c) Top salespeople don't know how to coach d) Top salespeople will feel slighted being moved to mgt
e) As a result of the promotion, you lose your best salesperson
f) Top salespeople don't know how to train others
- 47 What is the best reason a sales manager is constantly focused on reviewing and evaluating sales performance?
a) To adjust to changing customer needs and modify strategic sales program
b) To adapt to pricing changes
c) To validate budget expenditures
d) To complete sales performance reviews
e) To determine how many calls a sales person makes
f) To change the placement of company advertising
- 48 Which approach will help develop a strong trust between a sales manager and sales team?
a) Watch everything your sales people do
b) Remain in the background; don't be visible to your team
c) Motivate your salespeople by telling them about the key company policies
d) Constantly recognize salespeople's accomplishments and motivate them with rewards

- e) Don't treat salespeople as individuals
f) Give salespeople the latitude to teach themselves and learn from their mistakes
- 49 Why is the sales manager's role so important to a company's success?
a) Selling costs are very high
b) Salespeople need to be kept in line
c) Salespeople are usually de-motivated
d) Salespeople have little impact on growing revenue
e) Salespeople often are unethical
f) The sales force is the revenue generator for most businesses, and selling drives the Canadian economy
- 50 A great sales leader will
a) Place themselves above the team
b) Provide constructive feedback and encourage
c) Never mentor for fear of providing bad advice
d) Communicate exclusively by email to ensure message is clear
e) Refrain from celebrating with the team
f) Let salespeople deal with internal organizational issues on their own