Sales Management: Part II

**HW 3**

Chapters 5 and 6

Following are 20 questions: 12 multiple choice worth 5 points each and 5 open questions worth eight points each.

**Multiple Choice Questions:**

1. The “brand footprint” refers to:  
a.) “…the individual view resulting from the advertiser’s perception of the company and/or its products and services.”  
b.) “…the general public’s view resulting from the consumer’s perception of the company and/or its products and services.  
c.) “…the collective view resulting from the target audience’s perception of the company and/or its products and services.”  
d.) the brand’s overall positioning in the buying public’s mind

2. Most ads, intentionally or otherwise, tend to concentrate on:

a.) Brand development over immediate sales  
b.) Immediate sales over brand development  
c.) Generating inquiry leads  
d.) Entertaining in the reader

3. In B2B, the start of the sales process is:  
a.) Buyer awareness of the product  
b.) Buyer awareness of the brand  
c.) Buyer inquiry   
d.) Buyer identification

4. If an inquiry is the destination, then  
a.) brand development is the road  
b.) planning is the road  
c.) product development is the plan  
d.) product awareness is the key

5. Generating inquiries requires a balance between quantity of inquiries and quality of inquiries. The methodology for achieving that balance involves:  
a.) the offer and the outbound medium used to communicate with potential buyers  
b.) the offer made in the marketing communication  
c.) the choice of the outbound medium used to communicate with potential buyers  
d.). proper positioning of the message

6. Business people respond to marketing communications because:  
a.) the product/service offered exactly meets their need(s)  
b.) the offer is interesting or compelling

c.) the price point meets their budgetary needs  
d.) a and b

7. The product is the \_\_\_\_\_\_\_\_\_\_\_\_ while the \_\_\_\_\_\_\_\_\_ is motivation generating an inquiry.  
a.) offering; offer  
b.) offering; price  
c.) offer; offering  
d.) offer; price

8. The primary purpose of the marketing communication process is to:

a.) generate leads  
b.) drive inquiries into the lead-qualification process  
c.) generate inquiries to be followed up by sales staff

d.) drive sales by inside sales staff

9. The use of “premiums” in B2B refers to:  
a.) items of personal use that inquiries to a marketing communication receive in return for inquiring  
b.) items of personal use given to purchasing managers and other decision makers to induce them to make a purchase  
c.) items of personal use given to visitors of a booth at trades shows

d.) items of personal use awarded to sales people who reach their sales goals

10. Lead development means:

a.) moving the prospect from one buying stage to the next  
b.) confirming the prospect has the necessary budget/funds for the purchase

c.) setting up a meet with the prospect

d.) confirming the personal details of the decision makers

11. Inquiries come from the following sources: trade shows, PR efforts, advertising and banner ads, direct marketing (email), telemarketing and guests at an event. In order of effectiveness (low to high):

a.) trade shows, PR, advertising and banner ads, direct mail, and guests at an event  
b.) PR, advertising, direct mail , trade shows, events  
c.) PR, events, advertising, trade shows, direct mail, telemarketing   
d.) advertising, PR, trade shows, direct marketing and events

12. People responding to an advertisement by filling out a card to then send in (via email or postal mail) generally forget about their response within:  
a.) five days  
b.) four days  
c.) three days  
d.) two days

**Open Questions:**

1. List the three keystones to the planning process to generate inquiries:  
a.)  
  
b.)  
  
c.)

2. Generally speaking, quality of inquiries is more important than quantity of inquiries. However, the author, John Coe, lists three conditions under which quantity can be more important. Cite one and explain.

3. That said, quality of inquiries is still an issue. John Coe lists three compelling justifications to support the emphasis on quality of inquiries. List one and explain.

4. Distinguish between a suspect and an inquiry.

5. BANT stands for Budget, Authority, Need and Timing and refers to the parameters that define a lead. However, the parameters would be better ordered differently as they match the buying cycle. What is that order? Why?