**Sales Management: Part II**

**HW 4**

Chapters 7 -11

Following are 18 questions: 10 multiple choice worth 4.5 points each and 8 open questions worth eight points each.

**Multiple Choice Questions:**

1. Salespeople tend to hold back information on leads/customers because:  
   a.) they are possessive of their customers  
   b.) concern that if the company knows everything about a territory, the salesperson is at risk of losing his or her job.  
   c.) departmental competition between sales and marketing  
   d.) Salespeople are not known to withhold information from Marketing about their customers
2. A popular sales tactic with salespeople is:  
   a.) to offer discounts to potential buyers  
   b.) to find an individual in the targeted company who can be “sold,” and who will play the advocate’s role in the company  
   c.) to speak directly to the company CEO and sell him/her on the product/service  
   d.) to take decision makers in the targeted company to dinner and to events
3. Aggressive use of the internet by manufactures to be in direct contact with buyers has led to:  
   a.) distributors concern about being cut out of the transaction by manufacturers  
   b.) a situation known as disintermediation  
   c.) Data-base marketing by manufacturers  
   d.) all of the above
4. Distributors have been known to:  
   a.) withhold information on buyers from manufactures  
   b.) use information provided by one manufacturer to sell the product/services of another manufacturer  
   c.) produce their own versions of a client manufacturer’s product  
   d.) a and b
5. Two type of customers stop buying. They are:  
   a.) short-term customers with multiple suppliers  
   b.) long-term customers who no longer feel “loved”  
   c.) first time buyers  
   d. b and c
6. “Share of Customer” refers to:  
   a.) the percentage of the customer’s budget that goes to your products  
   b.) a customer buying its entire category of requirements from you.  
   c.) the number of decision makers in a company that recommend your product for their company  
   d.) the percentage of available customers buying from you rather than your competition
7. Up-selling refers to:  
   a.) selling more of similar products to the same customer  
   b.) selling a broader range of products to the same customer  
   c.) selling the same product to larger customers  
   d.) selling higher priced versions of the same product to the same customer
8. The Four Elements of Direct Marketing Success are:  
   a.) List, Offer, Sequence and Frequency, and Creative  
   b.) List, Offering, Sequence, and Creative  
   c.) List, Sequence, Frequency, and Creative  
   d.) List, Offer, Sequence, and Frequency
9. A major limitation of the Creative side of a direct marketing campaign is:  
   a.) the creative talent tends to live in its own world  
   b.) the creative talent tends to not understand the product/service being sold  
   c.) the creative talent is more concerned with the art than with the product being sold  
   d.) there are no major limitation on the Creative side
10. Studies have shown that if someone responds to a direct marketing campaign, they will forget they responded within:  
    a.) 48 hours  
    b.) 24 hours  
    c.) 72 hours  
    d.) 36 hours

**Open questions:**

1. Define “Up-selling”
2. Why can’t B2B sales include frequent flyer programs, points, etc.?
3. List and describe the three categories of Campaigns the author considers to now be outdates.
4. What is a good reason for contacting B2B customers during the Christmas season? Site and explain one reason.
5. List the three elements of Creative Planning.
6. List and describe the three basic inputs to a more soundly based Campaign budget.
7. What is meant by the “backend” of a direct marketing campaign?
8. What is a common problem with Database Marketing?