

1. What is often the result of positive customer/client relations?
  - A. Additional stress
  - B. More competition
  - C. Repeat business
  - D. Increased training
  
2. Employees can demonstrate their customer-service mindset by using good
  - A. business activities.
  - B. promotional plans.
  - C. telephone techniques.
  - D. marketing strategies.
  
3. What is an example of an employee reinforcing a service orientation through communication?
  - A. Telling customers they are misinformed
  - B. Offering to find information for customers
  - C. Agreeing that customers are always right
  - D. Selecting certain customers to help
  
4. Which of the following is an example of a customer inquiry about a product that an employee might need product knowledge in order to handle:
  - A. "Is it designed to last?"
  - B. "Is financing available?"
  - C. "Is delivery included?"
  - D. "Is there a return policy?"
  
5. When doing business with clients from another culture, you should always be sure to
  - A. use humor to ease tension and make everyone more comfortable.
  - B. take the opportunity to tell the other person how you do things in your culture.
  - C. research the culture and history of the people with whom you're doing business.
  - D. always speak English, since it's considered the international language of business.
  
6. What type of business policy is designed to attract customers by making the purchasing experience more convenient for them?
  - A. Flexible
  - B. Employee
  - C. Product
  - D. Service
  
7. Salespeople sometimes have difficulty meeting the needs of customers who are
  - A. agreeable.
  - B. silent.
  - C. decisive.
  - D. patient.
  
8. How can the salesperson try to reduce the number of customer complaints about the products customers buy?
  - A. By using high-pressure selling techniques
  - B. By identifying the customer's real needs
  - C. By approaching customers as soon as possible
  - D. By advising the customer from personal experience

9. There are several auto repair shops in town, but Patricia's stands out. Her auto repair shop does great work, but what really sets her shop apart is the customer service. Every customer is greeted by a friendly employee, and s/he is given snacks and drinks while s/he waits for the repairs to be completed. The great customer service that people can expect from Patricia's business is considered her
- A. tagline.
  - B. brand promise.
  - C. vision.
  - D. mission statement.
10. When Mr. Schwarz's order did not arrive at the expected time, he called Karl, the salesperson with whom he had placed his order. Karl apologized for the delay and told Mr. Schwarz that he would check into the issue. After Karl talked with the transportation company, he immediately called Mr. Schwarz to let him know where the order was and when to expect delivery. Mr. Schwarz thanked Karl for getting back with him so quickly. In this situation, Karl reinforced the company's image by
- A. delegating work tasks.
  - B. giving vague answers.
  - C. providing efficient follow-up.
  - D. complimenting the customer.

1. C

Repeat business. Salespeople who develop positive relationships with customers usually are able to maintain those customers over a period of time. The benefit of having positive customer relationships is repeat business. Salespeople know that it is more time consuming and expensive to attract new customers than it is to keep existing customers. Therefore, salespeople try to build good relationships with their customers in order to keep their business. Positive customer/client relations do not result in more competition, additional stress, or increased training.

SOURCE: CR:003

SOURCE: Burrow, J.L. (2012). *Marketing* (3rd ed.) [p. 338]. Mason, OH: South-Western, Cengage Learning.

2. C

Telephone techniques. Customers often judge the quality of a business's service by the service they receive over the telephone. Handling telephone calls effectively helps employees to project a customer-service mindset, which may gain new customers for the business. Marketing strategies are plans of action for achieving marketing goals and objectives. Promotional plans are frameworks for the promotional activities of a business. Business activities are specific actions that are part of the operation of a business.

SOURCE: CR:004

SOURCE: Clark, B., Basteri, C.G., Gassen, C., & Walker, M. (2014). *Marketing dynamics* (3rd ed.) [p. 547-548]. Tinley Park, IL: The Goodheart-Willcox Co.

3. B

Offering to find information for customers. Employees often need to communicate information to customers in order to provide service. On occasion, employees may not know the answer to a customer's question; but, instead of saying they do not know, they should offer to find out. Obtaining information for customers is an effective way of reinforcing a service orientation through communication. Employees should help all customers rather than be selective about whom they serve. Employees should never tell customers that they are misinformed. Employees should be tactful when dealing with complaints because customers are not always right.

SOURCE: CR:005

SOURCE: Clark, B., Basteri, C.G., Gassen, C., & Walker, M. (2014). *Marketing dynamics* (3rd ed.) [pp. 547-548]. Tinley Park, IL: The Goodheart-Willcox Co.

4. A

"Is it designed to last?" Customers often inquire as to the design or construction of a product. Employees should be well-informed about the design and construction of products in order to explain their features and benefits and encourage customers to buy. Knowledgeable employees can effectively handle customers' inquiries about products. "Is there a return policy?" "Is financing available?" and "Is delivery included?" are inquiries about a business's policies rather than about the product.

SOURCE: CR:006

SOURCE: Farese, L.S., Kimbrell, G., Woloszyk, C.A. (2012). *Marketing essentials* (p. 297). Columbus, OH: Glencoe/McGraw-Hill.

5. C  
Research the culture and history of the people with whom you're doing business. Many things can differ from culture to culture—gestures, idioms, values, holidays, etc. A gesture that's perfectly fine in your culture might be deeply offensive in another! To avoid problems, and to show respect, it's best to do some research on the culture of the people with whom you're doing business. However, remember not to rely on stereotypes when communicating—each person you talk to is an individual with his/her own personality. You shouldn't try to educate the other person about your culture—learning about her/his culture shows respect, which is extremely important in most business dealings. Although you may be tempted to make a joke, avoid using humor. It's often culturally specific, so you risk not being understood—or worse, offending someone. English is the preferred language of most businesses, but that doesn't mean everyone uses it. Again, it shows respect to learn at least a few key phrases in the other person's language.  
SOURCE: CR:019  
SOURCE: Mind Tools. (n.d.). *Cross culture communication*. Retrieved May 16, 2014, from <http://www.mindtools.com/CommSkill/Cross-Cultural-communication.htm>
6. D  
Service. Service policies are guidelines affecting the kinds of special activities, such as delivery and installation, that businesses offer customers. Service policies are designed to attract customers away from the competition and to make the purchasing experience more convenient and pleasurable so that the customers will return again and again. Employee policies are guidelines explaining how employees are to act and how they are to deal with customers. Product policies are guidelines affecting the kinds of goods and services that businesses offer to customers. Flexible policies are rules or guidelines that can be easily changed or deleted.  
SOURCE: CR:007  
SOURCE: Rue, L. W., & Byars, L. L. (2006). *Business management: Real-world applications and connections* (pp. 241-242). Woodland Hills, CA: Glencoe/McGraw Hill.
7. B  
Silent. Silent customers are shy, insecure, or too sensitive to talk very much even when they need help. The salesperson may have difficulty meeting the needs of this kind of customer because it is hard to identify those needs. Customers who are patient, agreeable, and decisive are much easier to help.  
SOURCE: CR:009  
SOURCE: CR LAP 3—Making Mad Glad (Handling Difficult Customers)
8. B  
By identifying the customer's real needs. Product-related complaints often occur when customers make improper buying decisions. Salespeople should try to identify the customer's real needs so that s/he can suggest the most appropriate product. High-pressure selling techniques are never recommended and would likely cause complaints. Salespeople may not be able to advise from personal experience in all cases, and their advice may not be appropriate for the particular customer. Approaching customers promptly is a good idea but will not prevent them from having product-related complaints.  
SOURCE: CR:010  
SOURCE: Help Scout. (2013, April 17). *15 tips for successfully handling customer complaints*. Retrieved May 16, 2014, from <https://www.helpscout.net/blog/customer-complaints/>
9. B  
Brand promise. A business's brand promise is its (spoken or unspoken) agreement with its customers that it will consistently meet their expectations. When Patricia's customers visit her business, they know they'll receive outstanding customer service every time. A brand promise should go above and beyond goods and services and focus on something other businesses don't offer. For example, the other auto repair shops in town may do repairs that are just as good, but it's Patricia's outstanding customer service that sets her apart. A tagline is a company's slogan. Taglines often change based on marketing campaigns and cultural shifts, but a company's brand promise is permanent. A vision is the future a business desires to create. Providing great customer service may be part of Patricia's vision, but that alone is not a vision. A mission statement is a brief summary of what a business owner wants to be doing. This is not the same as a brand promise.  
SOURCE: CR:001  
SOURCE: Wealue. (2009). *What is brand promise?* Retrieved May 16, 2014, from <http://communications.wealue.com/2009/08/13/what-is-brand-promise>

10. C

Providing efficient follow-up. Customers often base their impressions of a business on the interactions they have with the business's employees. In the situation provided, Karl worked quickly to find out the status of the order and immediately called Mr. Schwarz with specific information about where the order was and when to expect delivery. This is an example of efficient follow-up. By providing efficient service, Karl is building favorable relationships with customers. There is not enough information provided to determine if Karl delegated work tasks to facilitate his follow-up activities or if he complimented Mr. Schwarz.

SOURCE: CR:002

SOURCE: Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed.) [pp. 244-245]. Upper Saddle River, NJ: Prentice-Hall.