



INDIAN SCHOOL AL WADI AL KABIR

Class: X	Department: Commerce
Subject: Marketing and Sales	Subject Specific skills
Worksheet: 1	Chapter 3: Sales Process

Qt no.	OTQs
1	Sale process is a _____ process
2	The first step in selling process deals with finding _____ who will buy their product a. Prospectus b. consumer c. Buyer d. Seller (OR) Which of the following is the first step in the sales process? a. Qualifying the prospect b. Placing the presentation c. Closing the sale d. Identifying the prospect
3	Which of the following is not the step in Sales Process? a. Identifying the prospect b. Handling objections c. Setting the prices d. Closing the sale
4	Qualifying a prospect involves: a. Identifying potential customers who are most likely to buy b. Closing the Sale quickly c. Offering a discount on the product d. Demonstrating the product's features
5	What should be done by a salesman when an objection is raised by the customer? a. Ignore it b. Listen to it c. Interrupt and continue his presentation d. Listen to it and handle it
6	The main purpose of handling the objections in the sales process is to: a. Reduce the product's price b. Identify new probable buyers c. Avoid difficult questions d. Convince the prospect to make a purchase
7	Which of the following is the critical skill for closing the sales? a. Financial Accounting b. Graphic Designing c. Programming Technology d. Persuasion

8	In which kind of products, sale may take time and may not be completed in one call or one meeting? (OR) In case of _____ products, the process of closing the sale is lengthy and takes a few calls before finally closing.
9	Name the last step of selling process that help in repeat purchases and building customer loyalty.
10	Planning the presentation is also called as: - Approach - Pre-approach - Prospecting - Concluding
11	Name two sources through which sales personnel gets the database of prospective customers?
12	Placing the Presentation is also called as _____ - Approach - Pre-approach - Qualifying - Post approach
13	What do you mean by Procrastinating? - Giving lame excuses for not buying the product - Raising unnecessary objections - Asking too many questions - Asking for very less price
14	When a customer says “I think it is too expensive, I cannot buy it”. Then, what type of objection is this - Relating to product or service - Relating to High Price - Relating to the quality of the product - Relating to the behaviour of the customer
15	What is the last step in Selling Process?
16	Name the second step after prospecting in sales process
17	The characteristic of a good prospect does not include - Paying capability - Needy - Decision-making power - Educated (OR) A good prospect in the sales process is characterised by: - High Price sensitivity - Lack of interest in product - A need or desire for a product - Unwillingness to make a purchase
18	Collecting information about customers is called _____
19	When a customer says- “I will have to ask my elders before buying”. He or she is giving lame excuses. Name the term used for such an objection.
20	The sales persons after meeting the customer assumes that the deal is done; which type of close is this? - Concluding close - Alternative close - Assumption close - Future close
21	Follow up does not help in: Ensuring Repeat Sales

	b. For Building Customer Loyalty c. For ensuring customer satisfaction d. Increasing price
22	Which one of the following is not a form of demonstration? a. A hand-shake b. Slides c. Figures d. Testimonials
23	A presentation can be made more effective with the help of _____
24	If a buyer says „I will have to ask my family“, this is an example of: a. Objection related to the Product b. Objection related to Procrastination c. Objection related to Price d. Concealed Objection
25	When a salesperson offers an additional discount for closing the sale, this is known as _____ Close.
26	_____ is important for getting repeat sales.
27	In case of technical products, if the deal is not closed, the salesperson should: a. Fix up another meeting b. Ask for a commitment c. both of the above d. none of the above
28	In case the salesperson says, „Sir, you can take a little time to decide, “ then it is: a. Concluding Close b. Assumption Close c. Future Close d. None of the above
29	Closing sales refer to: a. Offering a final discount b. Completing the transaction with the customer c. Ending the presentation abruptly d. Reassessing the prospect’s qualifications
30	To find out the need of the product and the one who can afford it the salesman need to create a _____ of prospective customers a. Database b. Prospect c. Capability to pay d. None of these.
31	Who constitute „Leads“ in the sales process? a. Number of customers b. Number of persons who require the goods c. Number of persons who require the goods and are willing to buy d. Number of persons who may be possible customers
	DTQs(Descriptive type of questions)
1	Define Prospect.

2	Explain in brief the processes included in a sale. (OR) The sales process includes five steps to conclude sale. State the first four steps in the process.
3	During the presentation, the customers may raise objections in the form of questions. Such objections need to be tackled by the salesperson cautiously. Discuss how should salesman handle objections related to high price and objections related to procrastination.
4	Ruhaan is a salesman. He is very hardworking and often tries to approach everyone for selling the goods. One of his friends Rohini suggested him to approach good prospects. State any two characteristics of good prospects.
5	Enumerate tips for making sales presentation effective. (OR) How can a presenter make a presentation effective?
6	State any four sources that can be used by the salesperson to collect data about prospective customers.
7	Why handling objections is important for the sales person?
8	What is meant by “Qualifying”? on what basis are the prospects assessed?
9	What do you mean by concealed objections?
10	How does a salesperson select the prospect? Explain.
11	If a potential customer doubts the capability of the product and he is not ready to believe his words. a) Identify the type of objection stated above; b) How sales man would handle the same
12	If a customer says “I will come later because I need to ask by elders before buying”: a) Identify the type of objection stated above b) How the salesman will handle the above identified objection
13	Name the various technique available to the sale person to close the sale.