Sample Questions
Sales Competency Test

1. 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.

2. Sales management is a global endeavor because
   a. Of the ability to communicate anywhere in the world
   b. Communication is opening new markets
   c. Customers are global
   d. Of significant growth opportunities abroad
   e. All of the above

3. 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

4. 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

5. Truth-in-lending, fair packaging and labeling, and cooling-off laws are important parts of the sales management
   __________ environment.
   a. Economic
   b. Natural
   c. Legal and political
   d. Social and cultural
   e. Technological
6. The most effective way for management to influence the ethical performance of their sales people is
   a. By creating legal questions
   b. Through improving communication
   c. By redefining sales territories to prevent collusion
   d. Formal strategic policy analysis
   e. Through example

7. For a salesperson, changing technology can
   a. Create legal questions
   b. Improve communication
   c. Redefine sales territories
   d. Replace the use of samples
   e. All of the above

8. Which of the following are loaded into main memory when the computer is booted? 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

9. Process of planning, analyzing, controlling and implementing activities of sales force is classified as
   a. indirect sales management
   b. direct sales management
   c. persuasion management
   d. sales force management
   a.

10. Carrying the line of only one manufacturer is known as
    a. Exclusive assortment
    b. Open bid
    c. Negotiated contract
    d. Deep assortment