**EOPA Review Part 5  
(Selling, Market Research, Distribution)**

Vocab:

1. Personal Selling:
2. Interpersonal Communication:
3. Sales Quota:
4. Sales Process:
5. Cold-calling (prospecting):
6. Market Information Management:
7. Distribution:
8. Intermediary:
9. Direct Distributon:
10. Indirect Distribution:
11. Rack Jobbers:
12. E-Commerce

Essential Questions:

1. Explain sales techniques which build customer loyalty.
2. What is a prospect list and is it important to maintain a list?
3. Describe the reasons for using sales quotas.
4. How do salespersons probe for information in a sales situation?
5. Explain the importance of selling policies
6. Explain the importance of sales training
7. Describe sales forecasts and how market information is used to create forecasts.
8. Explain the three different distribution intensities: exclusive, selective, intensive:

Sample Questions:

1. (J01) This type of customer personality usually requires a significant amount of information and facts before making a purchase.
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
2. (J01) What type of customer personality is interested in knowing who else may be buying the product so it will usually take a little time for them to make a purchase?
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
3. (J01) What type of customer personality knows exactly what they are looking for and can usually make a decision quickly?
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
4. (J01) What type of customer personality does not have a particular item to shop for, but if a product appeals to them, they will purchase it?
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
5. (J02) When creating an online store to sell virtual games, Tyler made sure to add reviews from customers in order to appeal to the \_\_\_\_\_\_\_ customer personality type.
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
6. (J02) Handling this type of customer will require a sales staff to direct the customer to the location of the product and handle questions about the product.
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
7. (J02) When handing this type of customer, it is important to have products displayed effectively and have sales staff ready to tell of the products benefits to customers.
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
8. (J02) What type of customer personality type is handled best with a knowledgeable sales staff that has extensive product knowledge?
   1. Aggressive
   2. Systematic
   3. Impulsive
   4. Social
9. (J03) What term describes repeat customers to a business because they have been so satisfied with previous purchases from the business that they will not consider other alternatives?
   1. Brand Recognition
   2. Duplicity
   3. Prospect
   4. Loyalty
10. (J04) Explain how a frequent buyer program can help a business build repeat customers.
11. (J05) What term is used to describe the important act of finding potential customers in order to increase sales in a company?
    1. Preapproach
    2. Prospecting
    3. Approaching the Customer
    4. Selling
12. (J08) In order to motivate sales people to sell a particular level of sales items or dollars, management may implement a \_\_\_\_\_\_\_\_\_\_ policy.

1. ) What does a sales policy do for a company?
   1. Assists the sales people in making commission
   2. Directly increases sales
   3. Ensures a positive shopping experience for customers
   4. Encourages suppliers to provide more products to the firm
2. (J15) Which of the following is not a reason that sales people must be trained in an organization?
   1. They help reduce costs
   2. They inform customers about a product
   3. They are often the only experience the customer may have with a particular company
   4. Come in direct contact with customers and build revenues for a firm
3. (K01) Which of the following is NOT a reason for importance of marketing information?
   1. It identifies market opportunities
   2. It solves marketing problems
   3. Monitors performance
   4. It persuades, reminds or informs customers about a product
4. (K02) Briefly explain the following characteristics of a marketing information system:
   1. Company Data
   2. Competitor Data
   3. Government Data
   4. Market Research Data