

Name:

Date:

Class:

Lesson 10.2

Check Your Understanding

1. Describe the development of a sales force. (10.2-1)

Answer:

2. Identify the advantages and disadvantages of establishing sales quotas and commissions. (10.2-1)

Answer:

3. Discuss the principles of selling. (10.2-2)

Answer:

4. Identify how product features and benefits are used in selling. (10.2-2)

Answer:

5. Discuss the evolution of selling methods. (10.2-3)

Answer: