

Name:

Date:

Class:

Lesson 10.2

Practice Your Understanding

1. A five-member sales force team at a software company is expected to meet a sales goal of 500 units per month. Therefore, each team member has a sales quota of 100 units. During the previous month, salesperson #1 sold 114 units, salesperson #2 sold 82 units, salesperson #3 sold 105 units, salesperson #4 sold 94 units, and salesperson #5 sold 109 units. To determine the effectiveness of the sales force's sales strategies, calculate the total number of units sold to determine if the sales team met its sales goal. (10.2-1)

Answer:

2. Analyze each statement about a sales associate at a clothing boutique to determine the step of the selling process. (10.2-2)

- a. The sales associate asks the customer, "Would you like for me to hold this for you at the register?"

Answer:

- b. The sales associate brings several garment selections to the customers to view. They discuss the sizing as well as the materials used to make the garment.

Answer:

- c. The sales associate asks the customer if they are shopping for a special occasion.

Answer:

- d. The sales associate warmly greets a customer, introduces themselves, and informs the customer of current sales promotions.

Answer:

- e. The sales associate provides feedback and shows empathy while the customer is trying on the garment.

Answer:

- f. The sales associate informs the customer about the boutique's return policy and provides care instructions for the garment.

Answer:

3. Think about the product and target market of your chosen business. Determine the two selling methods you think would generate the most sales for your business. Explain your choices. (10.2-3)

Answer: