

**Chapter One – Selling Retail**

1. The success of a retail store depends mostly on what three factors? (p. 3)
  - A. \_\_\_\_\_
  - B. \_\_\_\_\_
  - C. \_\_\_\_\_
  
2. Fill in the blanks: “ \_\_\_\_\_ salespeople can make a \_\_\_\_\_ product fail in a great location. On the other hand, \_\_\_\_\_ salespeople can make an \_\_\_\_\_ product succeed in a \_\_\_\_\_ location. It happens everyday.”  
(p. 4)

**Chapter Two – Selling Paradigms**

1. Is selling a giving profession or a taking one? (p. 6)

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2. The definition of selling according to Ron Martin is: (p. 6)

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3. What goals should salespeople set in order to succeed? (p. 7)

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4. Do customers tend to act defensively when shopping? (p. 7)

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5. If customers fear you, what will they do? (p. 8)

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6. What do people buy before they buy merchandise? (p. 8)

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7. What happens if you allow a customer to “just look”? (p. 8)

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8. What is retail paralysis? (p. 10)

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9. How do you initiate success and take control? (p. 10)

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**Chapter Three – Selling Systematically**

1. What works for you even when you don't feel like working for yourself? (p. 11)

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2. What should you decide before your customer walks in the store? (and before YOU enter the store?) (p. 11)

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3. Who has the most to gain from the purchase? Why? (p. 15)

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4. What are the three stages of successful selling? (p. 15)

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_

5. Fill in the blanks: "people don't care \_\_\_\_\_ until they know \_\_\_\_\_." (p. 19)

6. What is the system we are teaching called? (p. 20)

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7. You have a choice to be: (p. 20)

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

8. What is the key to pro-active, no-pressure selling? (p. 22)

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9. What are the 9 steps to Success of the "Pro-Active No-Pressure Selling" system? (p. 23)

Step 1 - \_\_\_\_\_

Step 2 - \_\_\_\_\_

Step 3 - \_\_\_\_\_

Step 4 - \_\_\_\_\_

Step 5 - \_\_\_\_\_

Step 6 - \_\_\_\_\_

Step 7 - \_\_\_\_\_

Step 8 - \_\_\_\_\_

Step 9 - \_\_\_\_\_

**Chapter Four – Selling Yourself**

1. You only get one chance to do what? (p. 25)

\_\_\_\_\_

\_\_\_\_\_

2. You influence your customer's first impression by three things. What are they? (p. 26)

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

3. Fill in the blanks: "Look \_\_\_\_\_ . Act

\_\_\_\_\_ . Say

\_\_\_\_\_ ." (p. 26)

4. What two ingredients do you add to the system to make it work properly? (p. 27)

A. \_\_\_\_\_

B. \_\_\_\_\_

5. Fill in the blank: "First impressions are \_\_\_\_\_ ." (p. 28)

6. Who sees whom first? Do customers see you or do you see them? (p. 29)

\_\_\_\_\_

\_\_\_\_\_

7. (Circle One) A sharp-looking poised salesperson can never ruin his first impression by over-talking enthusiastically. (p. 29)

**TRUE** or **FALSE**

8. Fill in the blanks: "Your first words should be \_\_\_\_\_

and \_\_\_\_\_ ." (p. 30)

9. Two approaches to avoid are: (p. 30)

A. \_\_\_\_\_

B. \_\_\_\_\_

10. What are the six keys to a sincere, effective retail greeting? (p. 32)





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**Chapter Six – Selling Openers**

1. Which is more important, your first 10 words or the next 10,000? (p. 47)

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2. What is the customer's mission? (p. 47)

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3. Complete this sentence: "Your first words must tell your customers that you \_\_\_\_\_." (p. 48)

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4. What happens when you make a pupil-to-pupil connection? (p. 49)

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5. Name two phrases that are the most commonly used WORST opening questions. (p. 49-50)

A. \_\_\_\_\_

B. \_\_\_\_\_

6. What are two GREAT selling openers? (p. 52)

A. \_\_\_\_\_

B. \_\_\_\_\_

**Chapter Seven – Selling the Discovery**

1. To summarize, what basic information should you give customers regarding your business? (p. 55)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

2. Fill in the blank: “The more your customers know about your store and where things are, the easier

\_\_\_\_\_.” (p. 56)

3. When is it appropriate to tell the “whole story”? (p. 56)

\_\_\_\_\_

4. When is it appropriate to cut the story short? (p. 56)

\_\_\_\_\_

5. You should give your customers a \_\_\_\_\_ tour of your store. (p. 57)

6. Fill in the blank: “Take the pressure off and lower resistance by

\_\_\_\_\_” (p. 57)

7. The system gives you a plan to follow. What makes that plan personal and dynamic? (p. 63)

A. \_\_\_\_\_

B. \_\_\_\_\_

**Chapter Eight – Selling Specifics**

1. What must you be in order to give customers sufficient information? (p. 65)

\_\_\_\_\_

\_\_\_\_\_

2. Fill in the blanks: “Knowledge is \_\_\_\_\_. Knowledge makes retail selling \_\_\_\_\_.” (p. 66)

3. How big a part does price play in the information needed to make an intelligent buying decision? (p. 66)

\_\_\_\_\_

\_\_\_\_\_

4. Is a price, all by itself, more likely to discourage or encourage a purchase? (p. 67)

\_\_\_\_\_

\_\_\_\_\_

5. (Circle One) Prices do not sell – information does. (p. 67)

**TRUE** or **FALSE**

6. Whom do the customers need to give them sufficient information to make intelligent buying decisions? (p. 68)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. Fill in the blank: “Specific information should be given in

\_\_\_\_\_

\_\_\_\_\_.” (p. 70)

8. Should the customer be looking at your merchandise or you? (p. 71)

\_\_\_\_\_

\_\_\_\_\_

9. Is it O.K. to give customers obvious bits of information? If so give an example. (p. 71)

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10. What is the only pressure you should ever put on your customers? (p. 73)

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11. Is selling talking people into buying? Or is selling allowing people to buy? (p. 73)

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12. When you shut up, what are the five possible moves a customer will make? (p. 73)

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13. Why should you care what a customer's moves may be? (p. 73)

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14. Summarize the salesperson's basic counter moves for each move: (p. 74-77)

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**Chapter Nine – Selling Objections**

1. What are the four most common excuses voiced by a customer? (p. 79)

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

D. \_\_\_\_\_

2. How do most salespeople react when they hear an excuse? (p. 79)

\_\_\_\_\_  
\_\_\_\_\_

3. Will begging the customers work? (p. 80)

\_\_\_\_\_  
\_\_\_\_\_

4. What are some examples of begging type statements? (p. 80)

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

5. What is an example of a "bail out"? (p. 80)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. (Circle one) A customer who has a good reason for not buying your product, and leaves your store telling you "I want to think about it" -- WON'T be back. (p. 80)

**TRUE** or **FALSE**

7. What is the problem with "bearing down" or "bailing out"? (p. 80)

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\_\_\_\_\_

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8. What will discovering true objections lead to? (p. 80)

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9. As a salesperson, what should you NOT buy? (p. 80)

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10. Is it O.K. for a customer not to buy? (p. 81)

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11. What is the definition for an "Okay, but..."? (p. 82)

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12. What are some of the real reasons a customer does not buy? (p. 82)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

13. When a customer "wants to think about it" -- what might the truth be? (p. 83)

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14. What do questions do? (p.83)

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15. Is being curious important to a salesperson? (p. 84-85)

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16. If price is an objection, what can you ask your customer? (p. 86)

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17. (Circle One) If your customer doesn't like your product enough to buy it, any price is too much. (p. 87)

**TRUE** or **FALSE**

18. When you use the word "perfect" to describe the search for the right piece for your customer, what does the customer now know? (p. 87)

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19. What can you do to make a customer feel better about the price? (p. 88)

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20. (Circle One) You should tell your customers why a product is expensive. (p. 88)

**TRUE** or **FALSE**

21. (Circle One) "Customers need to know that your prices are fair, and you only sell high quality merchandise." (p. 88)      **TRUE** or **FALSE**

22. Why do many people ask for a discount? (p. 89)

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23. Why might a company not discount its merchandise? (p. 89)

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24. Should you find a way to say that, "it's O.K. not to buy, but tell me why?"

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**Chapter Ten – Selling Decisions**

1. How does Webster define a nudge? (p. 93)

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2. When does nudging work best? (p. 93)

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3. Where is the best place for a customer to “think about it”? (p. 94)

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4. What must your customers assure you about each feature, and why? (p. 94)

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5. What does silent pressure force your customer to do? (p. 95)

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6. Can an insincere or premature nudge backfire? (p. 95)

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7. What does a salesperson’s search for imperfection sell? (p. 96)

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8. Give examples of “price nudges”: ( p. 97)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

9. Give examples of "satisfaction nudges". (p. 97)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

10. Give examples of "urgency nudges":( p. 97)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

11. Give examples of "ego nudges":( p. 98)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

12. Give examples of "guilt nudges":( p. 98)

1. \_\_\_\_\_
2. \_\_\_\_\_

- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

13. Give examples of "vacation nudges":( p. 98)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

14. Give examples of "question nudges":( p. 98)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

15. What do salespeople do to distinguish themselves apart from salesclerks? (p. 99)

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**Chapter Eleven – Selling More**

1. When should you add-on? (p. 105)

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2. What three questions can you ask yourself before ringing the sale up? (p. 106)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. What are your pro-active trigger words? (p. 106)

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**Chapter Twelve – Selling Friendship**

1. Does befriending start before the sale, or after? (p. 108)

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2. Should you call your customers by name, and why or why not? (p. 108)

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3. When should you use small talk? (p. 110)

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4. As your customers leave the store, what should you be selling? (p. 111)

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5. What future needs of the customer can you easily discover? (p. 111)

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6. What do tourists love to talk about? (p. 112)

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7. What type of information do tourists cherish? (p. 112)

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**Chapter Thirteen – Selling Success Traits**

1. Are people born to be salespeople? (p. 115)

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2. Who can learn to sell? (p. 116)

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3. What are the Top 10 Selling Success Traits? (p. 117)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

4. Fill in the blanks: "Enthusiasm \_\_\_\_\_. Enthusiasm is \_\_\_\_\_." (p. 118)

5. Enthusiastic salespeople radiate \_\_\_\_\_ and \_\_\_\_\_."(p. 118)

6. What do truly great salespeople speak? (p. 119)

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7. Do successful salespeople expect success? (p. 121)

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8. Fill in the blanks: "If you are failing to \_\_\_\_\_, you are planning to \_\_\_\_\_." (p. 122)

9. What do great salespeople follow? (p. 122)

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10. (Circle one for each) Great Salespeople: (p. 122)

A. Are reliable? **TRUE** or **FALSE**

B. Miss shifts? **TRUE** or **FALSE**

C. Are tardy? **TRUE** or **FALSE**

D. Regularly attend meetings? **TRUE** or **FALSE**

11. Are great salespeople immaculate in their appearance? (p. 122)

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12. Do healthy people sell more? Why? (p. 123)

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13. Do great salespeople take time to study? How does that affect their production? (p. 123)

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14. Explain briefly the theory behind "give yourself a checkup from the neck up?" (p. 124)

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**Chapter Fourteen – Selling Habits**

1. When you acquire successful selling habits, what becomes easier? (p. 125)

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2. Once you get on a railroad track for selling success, what are the two steps to follow to guarantee production? (p. 125)

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3. How do you control your sales? (p. 127)

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4. When your customer leaves the store, take a minute and analyze your behavior. What nine questions can you ask yourself as a review? (p. 129)

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**Chapter Fifteen – Selling with “The Boss”**

1. What important decision do you make in your day-to-day routine with your customers? (p. 133)

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2. With the absence of a "physical boss" standing over your shoulder, what becomes your "boss"? (p. 134)

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3. What type of treatment should EVERY customer be given that enters your store? (p. 135)

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