

NB01 C353 Sales Management Version 1

Section: Supply Chain & Marketing • Total Questions: 10 • Format: Verified Q&A

1. A sales manager is preparing a budget and needs to assign expenses to the actions salespeople take to close sales with key accounts. Which action is the sales manager performing?

- (A) Conducting activity-based costing
 - (B) Determining effectiveness of sales activity
 - (C) Analyzing sales close-rate statistics
 - (D) Calculating account development rates
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2. Which method should be used to meet this goal?

- (A) Objective review
 - (B) Historical data
 - (C) Expert opinion
 - (D) Statistical comparison
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3. Who is part of the responsible category of the RACI matrix?

- (A) The person who approves the work
 - (B) Those whose input is needed for the work
 - (C) Those who do the work
 - (D) Those who are made aware of progress
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4. Which elements of verbal communication are used to achieve sales goals?

- (A) Probing communication for wants, feelings, and ideas
 - (B) Spoken communication, written communication, and listening
 - (C) Formal communication, public speaking, and multi-platform delivery
 - (D) Informal communication, projecting, and strategizing
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5. What does sales target measure?

- (A) Current sales as compared to sales exactly one year ago
 - (B) The extent to which performance goals are met
 - (C) The time it takes to respond to a potential customer
 - (D) Sales as a percentage of total inventory
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6. What characterizes target marketing?

- (A) Placing nondisruptive messages in customers' lives
 - (B) Adapting a message for customers in specific groups
 - (C) Personalizing service for each customer
 - (D) Engaging each customer with an in-person touchpoint
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7. A company groups its sales staff based on the type of business it sells to, such as retail versus wholesale. Which departmental structure is this company using?

- (A) Geography
 - (B) Product
 - (C) Matrix
 - (D) Customer
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8. What is a possible disadvantage of a commission-based pay structure?

- (A) It leads salespeople to pressure customers.
 - (B) It increases turnover of poorly performing employees.
 - (C) It simplifies forecasting sales costs.
 - (D) It fails to offer motivation to excel.
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9. What is an external force that makes it difficult to develop an accurate sales forecast?

- (A) Legal changes
 - (B) Financial resource availability
 - (C) Goal changes
 - (D) Human resources
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10. Which level of complexity is being addressed?

- (A) Technical
- (B) Timing
- (C) Organizational
- (D) Environment