

# Advanced Selling Skills

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Date/Time	Student Score	Passing score	Result
Thu May 31 2018 10:00:10 AM	84% (84 points)	80% (80 points)	Passed

#	Question	Result	Awarded	Points
1.	Which of the following is not one of the principles of selling value?	✓	3	3
2.	The neuroscientist Damasio discovered that when you remove the ability to experience emotions in people	✓	3	3
3.	How do you tap into the prospect's "Needs Validation" emotional state?	✓	2	2
4.	How is the "Avoid Remorse" emotional state manifested in prospects?	✓	2	2
5.	Match the following emotional states and how to tap into them	✓	5	5
6.	Which of the following is an example of the use of 'priming'?	✓	3	3
7.	When we say 'Cash in 24 hours' as opposed to "Cash Solutions", this is an example of	✓	2	2
8.	In selling, 'ABC' means	✓	2	2
9.	In selling, 'ABH' means	✓	3	3
10.	The success principle in prospecting is:	✓	2	2
11.	Customers don't buy features, they buy	✓	3	3
12.	Which of the following is not a characteristic of a good prospect	✓	4	4
13.	Which of the following is not one of the characteristics of a bad prospect?	✓	5	5
14.	Match the following customer fears and how to tackle them	✓	5	5
15.	Match the following "Wall words" with the 'Bridge words' that should be used in their place	✓	3	3
16.	What is meant by the "Commitment and Consistency" principle of influencing customer behavior?	✓	2	2
17.	Dressing up in a suit is a way of influencing customer behavior using:	✓	2	2
18.	Which of this is not a tool for influencing prospects?	✓		

19.	John is always the first to compliment his customers on their attire or business. John is applying the principle of influence called:	✓	3	3
20.	The sales mentor Brian Tracy says 'People want more of those things they can have less of' How can you apply this principle in y...	✗	0	2
21.	After doing the pitch which of these steps best describe how you ought to build your sales presentation?	✗	0	3
22.	The principle of authority says that people tend to follow the lead of knowledgeable experts. This means	✓	3	3
23.	Brian Tracy says 'People like to be consistent with things they have previously said or done'. How can you apply this principle in your ...	✗	0	3
24.	The principle of Liking says the following except:	✗	0	3
25.	Applying the principle of Social Proof in selling means that	✓	3	3
26.	Which of the following will make the customer's perception of risk to rise?	✓	2	2
27.	'Minimizing risk must become a part of the sales conversation'. How can you apply this?	✓	3	3
28.	Match the 3Cs to the consequences of not applying them	✓	4	4
29.	Active Listening can help you achieve all of the following except	✗	0	3
30.	In a relational sale, closing takes ————of the time	✓	2	2
31.	In Rapport Building, talking about the weather with a prospect is the skill called	✓	2	2
32.	Which of these statements is correct?	✓	3	3
33.	In R.A.I.N. Selling, what type of question is this: "Mr. john, if you could overcome the challenges you have just mentioned, what w...	✓	2	2
34.	In R.A.I.N. Selling, what type of question is this: " Mr. john, if you could look 3 years from now, how would you like your business to...	✓	2	2
35.	Quadrant 3 in Steve Covey's Time Management model has	✓	2	2
36.	In Steve Covey's Time Management, Planning belongs to	✗	0	2