

Objective 10 Quiz

Know your customer

How are the needs of a retail customer different from a wholesale customer? Retail customers generally purchase items in small quantities. These individuals are usually shopping to meet their own desires. Wholesale customers usually purchase large quantities and are looking for the product that satisfies a business need.

Explain how the pricing of products can influence the type of customer you attract.

High priced goods are likely to attract a specific customer while others will shy away. However, if prices are low priced, one group will feel that the product is low quality, while another group will seek to purchase the product.

What are the two motivations that bring a customer to a business? Need and desire

Salesmanship

List six characteristics of good salespeople.

Friendly, Helpful, Knowledgeable, Honest, Well-Groomed, Courteous

What are the steps of making a sale?

1. Greet the customer
2. Offer assistance
3. Answer Questions
4. Make Suggestions
5. Close
6. "Thank You"

List two actions that indicate positive body language and two actions that indicate negative body language.

Positive – Frequent eye contact, smiling, head nodding

Negative – Frequently looks off, fiddles with objects, no smiles

Give an example of a suggestive selling.

A customer comes to the greenhouse to purchase annual flowers for a hanging basket. Asking if the customer would also like to purchase growing media is suggestive selling.

Describe a successful sale.

A successful sale is one that helps customers get what they came for, do not spend more time than they should have to and will return in the future

<http://smallbusiness.chron.com/importance-good-communication-business-1403.html>

Distinguish the difference in one-way and two-way communication.

One-way communication allows for no response. An advertisement is an example of one-way communication. Two-way communication allows for response. A meeting at work that allows input from all employees would be an example of two-way communication.

What are the three primary forms of communication?

Verbal, written, expressed (body language)

<http://www.greenhousemag.com/eight-ways-to-improve-communication.aspx>

Explain how each of the following is essential to effective communication skills for a business manager:

- * Two-way communication: Communication should be an ongoing exchange between people. By listening to the concerns of others, you can learn much about what actions are necessary.
- * Personal communication: Although voicemail and email have their place, face-to-face communication can help establish trust and reduce misunderstandings.
- * Be specific: Unclear instructions will lead to confused employees and less productivity.
- * Information is a service: By sharing information, the group will collectively be more productive.
- * Show Respect: Everyone should feel that they are an important member of the team.
- * Open-door Policy: Your employees will recognize your concern for them if you are willing to let them share their concerns.
- * One-on-one meetings: Take time to meet with your employees individually. Listen to their concerns and ideas.
- * Credibility: Deliver on your promises or else your words will have little influence.

<http://literallycommunication.blogspot.com/2013/03/differences-between-upward-and-downward.html>

Differentiate between upward and downward communication

Upward communication is from subordinate to superior. It generally is informative in nature and its purpose is to provide feedback. Downward communication is from superior to subordinate. It is generally prescriptive in nature and its purpose is to give instructions.