

Objective 10 Quiz

Know your customer

How are the needs of a retail customer different from a wholesale customer?

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

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

Salesmanship

List six characteristics of good salespeople.

What are the steps of making a sale?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

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

Give an example of a suggestive selling.

Describe a successful sale.

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

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

What are the three primary forms of communication?

<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:
- * Personal communication:
- * Be specific:
- * Information is a service:
- * Show Respect:
- * Open-door Policy:
- * One-on-one meetings:
- * Credibility:

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

Differentiate between upward and downward communication