



POWERED BY

California Community Colleges

## UNIT 4 – Quiz

1. What prevents us from knowing what a client needs? (circle two)
  - a. We try to find it through online research
  - b. We feel reluctant to be wrong, so we believe them
  - c. You presume you know
  - d. You take for granted that they know
  - e. You look at past contracts, but do not collect the right data to discern this
  
2. What are the two reasons clients call you for help? (circle two)
  - a. They have pending legal suits
  - b. They have a pain point
  - c. They are hoping for a discount
  - d. They believe in education
  - e. They have a pending opportunity and think you can help
  
3. What is a ‘ducking question’ (circle one)
  - a. When you’re interviewing a client about their needs and they say things that make you think of questions you’d rather not ask
  - b. When you ask a question you think will embarrass the client
  - c. When you ask a question that makes you think they will not be able to provide an answer
  - d. When you ask a question that might prove you are ducking your responsibilities
  - e. When you ask a question and the client rolls their eyes
  
4. People in business solve big problems first
  - a. True
  - b. False

5. Which are recommended in the problem exploration phase? (circle three)
  - a. Let the client first ask you questions
  - b. Discover all the issues
  - c. Quote a quick and fair price
  - d. Find out which problems are most critical
  - e. Develop proof of the problem's impact on the organization
  
6. When you are exploring how the decision will be made in the sales process, two of the key things to find out are... (circle two)
  - a. How the client will decide who they'll buy the training from
  - b. How much they are willing to pay
  - c. Whether there is resistance to working with Contract Education
  - d. How much detail they need in the proposal
  - e. The criteria they will use for implementation
  
7. What are two reasons to put effort into the needs assessment and proposal? (circle two)
  - a. It looks good on your job review
  - b. It protects you legally
  - c. It's an indicator of how you do your work
  - d. It's a great skill-builder for you
  - e. You'll learn whether this is a client you actually want
  
8. You co-create a solution with a client because it increases their buy in and tendency to purchase.
  - a. True
  - b. False
  
9. When you present a proposal, you should try to be able to do it in person with the client.
  - a. True
  - b. False

10. The primary goal of selling is to ... (circle one)
- a. Be top salesperson in the state
  - b. Keep a high operating margin
  - c. Get a referral at least 50% of the time
  - d. Get free drinks on your birthday
  - e. Help the client succeed

## **Answers**

Question 1: c & d

Question 2: b & e

Question 3: a

Question 4: a

Question 5: b, d & e

Question 6: a & e

Question 7: c & e

Question 8: a

Question 9: a

Question 10: e