**MERA CUSTOMER SERVICE SCREENING TEST**

**Rev1-18**

Select the letter of the best response to each question about customer service.

1. What question do you ask to get feedback to see if the computer software met expectations of the customer?

A. Did they deliver it on time?

B. Did you have installation problems?

C. What new features have you used?

D. How has the software worked for what you were using it for?

2. A new customer comes into your department, but you are helping another customer. You should:

A. Focus all your attention on your current customer

B. Let the new customer wait his turn until you have completed your current sale

C. Acknowledge the new customer’s presence with eye contact and/or a brief comment that you’ll be right
 with him

D. Help the customer who looks like he will spend the most money

3. Which of the following would be the best option when trying to find out what a customer wants to buy?

 A. Can I help you?

 B. Are you looking for anything special?

 C. What color do you prefer in that brand?

 D. Is that the brand you want?

4. A good reason for creating an opening for discussion is to:

A. Break down the customer’s sales resistance

B. Get to know what the customer wants

C. Convince the customer how much you know about the product

D. Increase your store’s sales revenues

5. The best way to talk to a new customer is to:

A. Flatter her—tell her she has taste and looks great

B. Interact as if you are old friends

C. Match what you say and your tone of voice to her personality

D. Convince her that you know what is best for her to buy

6. Three ways to create a positive impression of you and the store include: Complimenting the customer’s taste; assuring the customer that he is the expert; and:

A. Suggesting that he buy “top of the line” products

B. Stating that the products in your store are far better than those in other stores

C. Indicating that based on your professional product knowledge, you feel his purchases are worthwhile

7. A retail association sees that an electrical socket has wires exposed in an area where customers shop. The retail associate must

A. Secure the area and report the situation to management

B. Call the custodian for assistance

C. Do a temporary cleanup as best he/she can

D. Nothing; maintenance will clean it up

8. If the customer isn’t shopping alone, you can include the rest of the party by:

A. Telling any children to behave themselves while their parent makes this important decision

B. Suggesting that the customer might want to make this shopping decision when he is alone and can concentrate

C. Giving other service to those in the party, such as offering a chair or a cup a refreshment

D. Remind the customer of the kids’ zone area

9. A customer has looked at several watches and seems to like one best. She tries it on, sets it to the correct time, and asks if the band can be changed to another style. You show her the options and she likes one in particular. What is best to say to close the sale?

A. Do you want to look at a few more styles?

B. Will that be cash or credit card?

C. Shall I go ahead and replace the band for you or do you want to keep both styles for different looks?

D. We’ll be having a sale on watches sometime next month.

10. Which store offers the best deal?

 Store 1 Store 2 Store 3

 Price $27 $27 $30

 Discount 10%

Warranty 5 year 3 year 4 year

A. Store 1 offers the best deal.

B. Store 2 offers the best deal.

C. Store 3 offers the best deal.

D. They all offer the same exact deal.

11. Active listening is

A. listening while maintaining eye contact with the speaker

B. listening and using positive body language

C. listening and responding to the other person in a way that improves understanding

D. listening while staying active by running, jogging, etc.

12. If a customer walks directly to an item, this may indicate that he:

A. Knows what he wants and would probably appreciate quick, efficient service

B. Just wants to look at the item and has no interest in buying

C. Is in a hurry and doesn’t want any attention from you

D. Is looking for the least expensive brand

13. Your ultimate goal as a sales associate is to:

A. Meet your quota each month

B. Provide service to as many customers as you can

C. Satisfy the customer

D. Be the top sales associate in your department

14. You can best determine the customer’s needs by gathering information through careful observation and by:

A. Deciding the type of products you think the customer should buy

B. Telling the customer everything you know about your products

C. Asking the customer thoughtful questions

D. Studying all literature on the products you sell so you can answer questions.

15. To keep the lines of communication open, the best questions to ask:

A. Are direct and to the point

B. Are ones that can be quickly answered with a “yes” or a “no”

C. Begin with who, what, where, when, how, or why

D. Are ones that are able to direct the customer to a decision

E. Are structured to save the customer’s time

16. Which of the following are examples of open-ended questions?

A. Can I help you?

B. What features are important to you?

C. Do you like blue or brown?

D. Is this all for you today?

17. When fitting the products to the customer, you should:

A. Correct her if she tells you the wrong size

B. Ask questions that will help her define the right fit

C. Select the approximate size you believe that she is.

D. Wait till the customer picks out the right size.

18. Which of the following phrases might be appropriate when discussing clothing size with your customer?

A. You look to be about a size XX.

B. Have you worn this brand before? What size was most comfortable for you?

C. How big are you?

D. You wear a bigger size on the bottom than on the top.

19. How would you handle a situation where a customer wants a brand that you don’t carry?

A. Convince him that your brands are better

B. Get permission from him to show the items you do have that meet his needs

C. Tell him that he won’t find anything better than what you have

D. Smile and listen politely, but don’t tell him you don’t have his brand; show him your items anyway

E. Tell him you don’t carry that brand then excuse yourself to serve someone else

20. If your store does not offer the particular product of service the customer is looking for, your first option should always be to:

A. Convince the customer he doesn’t need it anyway

B. Suggest alternatives that your store does carry

C. Immediately refer him to a competitor

D. Inform him of the drawbacks of the product he is seeking

21. Which of the following scenarios shows the proper use of a business card? The Salesperson says,

A. I’m glad I was able to help you find what you needed today. Here are a few of my cards—be sure to tell your friends and family about me.

B. We don’t have business cards here, but if you’ll give me yours I will call you whenever something interesting comes in.

C. If you change your mind and do want some help, here’s my card. Just tell the other salespeople that I am already helping you.

D. I’ve enjoyed helping you with your gift selection. Here’s my business card in case I can be of further assistance. Feel free to call me directly if you have any questions or special requests.

22. Which of the following are acceptable ways to ask a customer’s permission to provide alternatives?

A. We don’t carry that specific brand, but may I suggest …

B. Is that the only brand you were interested in?

C. Is there anything else you were looking for?

D. We don’t recommend that item. May I show you a better product?

E. All of the above

23. Referring a customer to a competitor will likely result in:

A. The customer seeking you out for future needs

B. The customer never returning to your store

C. A lost sales opportunity for you

D. None of the above

24. Creating customer loyalty is rewarding for:

A. The store

B. The sales associate

C. The customer

D. All of the above

25. What is the BEST way for a sales associate to learn about new merchandise that has just come into your store?

 A. Read the labels and packaging information on the new product

 B. Check with co-workers to see what they know about the products

 C. Ask customers to explain what they know about the products

 D. Call the manufacturer or vendor and ask about the products.

26. A computer store has a sign posted on the door that says, “No food or drink to be brought into the store.” A sales associated is ringing up a customer and see that another customer has a small child who is eating an ice cream cone. The child is standing in front of your newest laptops. Which of these should be the sales associate’s best response?

A. Finish ringing up the first customer, then politely explain to the second customer that he cannot be served until the ice cream is out of the store.

B. Excuse yourself from the first customer briefly and let the second customer know that he will have to pay for anything this child might damage.

C. Call security or the store manager to deal with the situation, but warn the customer and give him some time to leave before they arrive.

D. Briefly interrupt the first customer’s transaction, ask the second customer kindly to dispose of the ice cream.

27. Two of the basics needed to ensure that a customer has a pleasant experience when he comes to your store are:

A. An enjoyable atmosphere and super service

B. Free coffee and doughnuts and a clean restroom

C. Sales associates who look snazzy and take turns helping customers

D. Good inventory and easy checkout

28. Small kindnesses to your customers may include:

A. Letting the customer make a local call to verify appropriateness or preference

B. Consolidating many small packages into one large shopping bag

C. Bringing merchandise to an older or disabled customer while he sits down

D. Telling a customer about a lounge where she may tend to her baby’s needs

E. All of the above

29. To assist your customers in a personal way, you should become familiar with:

A. Their relatives, special friends, and loved ones

B. Entertainment centers and movie theaters in the district

C. Resources in and near your store

D. Dining and day care near the store

30. Your Personnel Policy states (1) All Employees can use their 20% discount cards for purchases, (2) Discount cards are non-transferrable, (3) Employees are not allowed to ring up their own purchases, (4) Employees must pay for food purchases before consuming them, and (5) Under no circumstances should employees leave the store with goods that have not been paid for. With that in mind, a cashier at Walbound decides to buy a soda to drink during her break. According to the Personnel Policy, how should the cashier pay for the soda?

 A. Use another employee’s discount card to buy the soda

 B. Ring up the soda herself before the break begins.

 C. Pay for the soda after the break is over

 D. Ask someone else to ring up the soda as soon as the break begins

31. In preparing a resource list for your customers, you should consider including:

A. Local companies that have complementary services to the products you sell

B. Phone numbers that customers have requested in the past, such as a taxi service

C. Information about companies you recommend, such as repair shops

D. All of the above

32. When customers request any of the service “extras” your store offers:

A. Tell them they’ll have to contact Customer Service for further information

B. Make a note in your client record system so you can provide more personalized service when those customers
 return in the future

C. Tell them they’ll have to wait until you finish with the other customers in your area before you can give them that
 amount of time

D. Tell them that you will call someone else to take care of them since you are busy.

33. What is one of the BEST ways to prevent shoplifting?

A. Lock up expensive merchandise.

B. Acknowledge and greet all customers in a friendly manner as they enter the store.

C. Put security cameras in plain view of the customer.

D. Use mirrors that make aisles visible to the cashier.

34. Warranties provide repair and/or maintenance for a specific time for a car, home, or major appliance and is included in the price of the product (usually provided by the manufacturer). What is the purpose of this warranty?

A. A promise to stand behind the product.

B. To show it isn’t the best quality so you need a warranty

C. A promise to replace the product no matter what happens.

D. To prove you will not need a warranty.

35. Misty is selling a new washer-dryer combo to a customer. The customer wants the new set installed at his home, but the store does not offer installation services. What would Misty’s best response be?

 A. We do not offer installation services, but I will give you the number of a company that will come install the set for you.

 B. We offer installation on some items, but washers and dryers are not included.

 C. Unfortunately, we do not install washers/dryers. I can show you exactly what you need to do to install yours.

 D. I am sorry for the misunderstanding, but we do not install these items.

36. A customer says, “I think I may be making a mistake here. I do like these pans but they’re a gift for my friend, and she doesn’t cook as much as I do. What would be your best response to a customer who is still undecided about making the purchase?

A. Your friend could always return them. If you’re unsure about the pans, maybe I could help you find something more appropriate. What are her hobbies?

B. She’ll probably want to do more cooking when she sees these pans!

C. I think it’s nice to give something you like. If she doesn’t like them, she can exchange them.

D. I’m sure she’ll like them just like you do

37 Below is the price list at Walmart Garden Center. Paul is a senior citizen who comes in to purchase a lawn sprinkler on Tuesday. How much will it cost Paul to make this purchase?

 **Walmart Super Sale Items**

 10 pound bag of birdseed $ 7.00

 Lawn Sprinkler $ 8.60

 Garden Hose $15.00

 Wheel Barrow $40.00

 Bird Feeder $20.00

 Additional 10% discount on Tuesday’s for Senior Citizens

 A. $8.00

 B. $7.74

 C. $8.90

 D. $7.94

38. Requiring all salespeople to greet customers immediately upon entering the store is an example of what type of policy?

A. Selling Process

B. Pricing Strategy

C. Return Policy

D. Deliver Policy

39. Your company just received dresses from a new dress designer from China to be sold at your business. These simple dresses can be wrapped on an individual in many ways to create a simple dress, as a top blouse only, or as an “After 5” dressier piece. What should you do as the sales associate before displaying this item for customers to examine?

A. Photocopy an illustration to show the different ways it can be worn

B. Try on the dress and learn the multiple ways it can be used in order to better show customers how to wear it

C. Check for an inspection sticker on either the merchandise or packaging to ensure that the clothing meets U.S. guidelines

D. Safely unpack the merchandise to minimize damage from handling before displaying it.

40. The sales tax rate (state and local) is 9.5%. What would the total be including sales taxes for an item with a price tag of $9.78?

 A. $10.71

 B. $ .93

 C. $10.70

 D. $9.86

41. You are with a customer and completing a sale. The phone rings and you’re supposed to answer phone calls within 3 rings. What do you do?

A. Excuse yourself, answer the phone, and ask the caller if you can call him/her back.

B. Answer the phone and continue to help the customer at the store at the same time.

C. Put the caller on hold, excuse yourself, and go find another sales associate to handle the call.

D. Excuse yourself, answer the phone, and assist the caller if they need a quick answer, and get back to your customer.

42. Product features are described as all of the following except:

A. Being physical (color, size, etc.)

B. Appealing to the senses

C. Relating to the quality of the merchandise and how the customer will enjoy it

D. Answering the question, “Why?”

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43. You are a new employee that has just begun to work for a company. You have not seen any other employee use the copy machine for personal printing but you know that there are several benefits that haven’t been explained yet, so you decide to bring in your tax returns with the intent to make copies on the copy machine. Which of these is the best thing to do?

A. Consult company policy or the manager about using the copier

B. Wait until no one is around and make a copy of your tax returns

C. Ask a co-worker what everyone else does and then do the same

D Copy the returns any time during the day when there are no customers

44. When balancing service between phone customers and those you may already be helping in the store, you should:

A. Tell your in-store customer that you need to get the phone and she should look around for awhile

B. Move your in-store customer over to by the phone and help both customers at the same time

C. Excuse yourself courteously from your in-store customer saying that you’ll be right back and answer the
 phone

D. Since your customer is in the store, wait on the customer and ignore the phone until you have time

45. You work in a men’s store and see a customer looking at a rack of men’s suits. What would be the best thing to say as you approach this customer?

1. We have some great fabric and pattern choices. What colors do you prefer?
2. I see you are interested in our suits.
3. The blue suits are very popular. You take a size 40 regular, right?
4. I have some great suits on sale. May I should you a few?

46. Turn your phone interaction into a loyal customer by:

A. Letting the customer know about sales events

B. Mentioning services he may not be aware of

C. Offering to ship items directly to the customer

D. All of the above

47. Which of the following steps will help you keep commitments to customers?

A. Promising customers you will find the items they request

B. Calling customers back only when you can find the requested item or information

C. Immediately stopping whatever you’re doing to take care of phone customer requests

D. Calling customers back in a timely manner

48. To help build customer loyalty, you should:

A. Say what you’ll do and be very clear on what you are promising; make notes so you will remember

B. Not risk disappointing a customer by telling him when you cannot make an exception

C. Make exceptions, but be sure to let the customer know that you are making an exception and that your
 actions do not reflect standard practices

D. A and C

49. A customer comes into your store and you greet them. Now that you’ve make a connection, what is your next challenge?

 A. Ask how much money he/she plans to spend.

 B. Determine exactly what the customer needs.

 C. Ask if he/she has shopped in the store before.

 D. Find out how much time he/she has to shop.

50. By becoming an expert at special orders, you may benefit by:

A. Learning more about the products you sell

B. Learning more about customer needs and interests

C. Getting to know people in other departments

D. All of the above

51. When something goes wrong or a product does not perform as expected, provide the customer with a quick resolution and:

A. A cup of coffee

B. Service with a smile

C. An excuse for the product’s failure

D. Give them a new one of the same product

52. A customer approaches the service desk with a toy doll. She says that she bought the doll for her niece’s birthday a month ago and that the doll no longer speaks. Which of these should the associate say FIRST?

 A. Are you sure that you bought this doll at this store? Do you have your receipt?

 B. We’ve had a lot of complaints about this doll. You might want to contact the manufacturer.

 C. We’ve never had any complaints about this doll before. What do you think your niece did to it?

 D. With this kind of toy, it’s always best to check the batteries first. Let me check them for you.

53. The warranty is an excellent tool for you to use to:

A. Prove that your company has the best price

B. Explain your company’s return policy

C. Reassure the customer about a product’s quality

D. All of the above

54. If your company does not have a manual that describes all the major product warranties, you should:

A. Avoid talking about warranties with your customers

B. Create your own by making copies of the various product warranties and related information

C. Decide on a general, neutral comment you can make if customers ask you about a warranty

D. Open up the package and read the warranty to them

55. Cheryl works at Sears and is assigned to sell an elliptical training machine. Cheryl completed the product training a week ago. What should Cheryl do to better prepare?

A. Find the elliptical training machine box and read whatever information came with it.

B. Demonstrate the elliptical machine in the store with customers until she is familiar with its features.

C. Ask her boss to assign her to another department she is more familiar with.

D. Switch departments with another sales associate.

56. An irate caller reaches you and starts berating your company’s service on a particular product that has been controversial. You should:

A. Completely avoid talking about the specific product and change the topic.

B. Listen carefully to the caller, take their number, and promise to get the appropriate person to call back to
 resolve any issues.

C. Take the offensive when a caller brings up the controversial subject and try to convince the caller that they
 are mistaken.

D. Tell the caller that the company is aware of the problem and is taking steps to fix it.

E. Just listen - you can’t please everyone.

57. When your customer asks you to make an exception to the company policy regarding warranties, you should probably:

A. Check with your immediate supervisor or manager

B. Make the exception, but only if the customer promises to make additional purchases

C. Tell him you do not make exceptions

D. Tell them to buy the product again and return the broken one in the new box.

58. When customers return merchandise, you should:

A. Make sure they have a good reason for doing so

B. Treat them with the same respect you would if they were making a purchase

C. Not worry about how you treat them, because you don’t want them to come back again

D. Send them to the service counter to wait for a customer service rep

59. A customer comes into your store with an ad from another store showing its advertised price which is lower than your price. As a sales associate, what should you do first?

A. Refer to your store’s policy on meeting competitor’s ads

B. Tell the customer that he should go to the store that placed the ad since your product is not on sale at the moment

C. Immediately change the price in your store to meet the competitor’s price.

D. Ask your store manager how to respond to the customer

60. Managers who hire sales associates say that they value retail workers for their:

A. Willingness to “step back”

B. Capacity to work alone

C. Ability to focus on a single task

D. Composure under pressure

61. Even if your company’s return policy restricts what you can do for the customer, you should:

A. Consider alternatives, such as offering a discount coupon or a free sample

B. Agree with him that the product is defective & should be replaced, but tell him that the store won’t let you
 do anything about it

C. Do what the customer asks; management will have to support your decision

D. Apologize for your store’s policy

62. Which of the following might be acceptable techniques for directing a customer to the Customer Service department?

A. “Customer service is on the third floor; take the elevator and turn right when you get off. I’d go with you,
 but I can’t leave this area unattended at the moment.”

B. “You’ll have to take this to Customer Service; I can’t help you here.”

C. “Someone in Customer Service can help you with that; I’ll show you the way.”

D. A and C

63. Customer complaints should be welcomed because they provide an opportunity to:

A. Do something different for a change

B. Get customers back to the store so they’ll buy more

C. Learn about problems so improvements can be made

D. Learn who the potential “problem customers” are

64. A customer calls and has some technical questions about a product with which you are not completely familiar. You should:

A. transfer his call to someone who is knowledgeable in that area.

B. pretend that you know what you're talking about and give your own answers.

C. tell him to call back another time.

D. ask him why he is being so inquisitive.

65. You overhear your boss giving a client the name of a person to contact for some information. You know this person is no longer the one to reach for this information. The client is still in the office. What, if anything, should you do?

A. Do not get involved in the situation.

B. Quickly take your boss aside and provide the correct name.

C. Wait until the client leaves, and then provide your boss with the correct name.

D. Give the individual the correct name, and explain that your boss was not aware of a different person being
 responsible to provide the information.

66. Which of the following is a benefit of an ink jet printer?

A. Prints 33 pages in black per minute

B. Prints on plain paper, bond, envelopes, and labels

C. Will save the customer money on ink because it has a special ink-saving technology

D. Offers 2.0 connectivity

67. As an administrative assistant, you have been training Mrs. W., who is not directly under your supervision. She has not appeared to be particularly competent during the month she has been in her position. You are explaining application procedures to a client when Mrs. W. interrupts to ask you a question. You tell her you are busy with a client and will come to her office when you are through. In a low voice, she begins to call you names and say bad things about the department. There are several clients in the office in addition to the one you are working with. The supervisor doesn't appear to be around. What should you do?

A. Ignore her and continue to assist the client.

B. Get on the phone and request assistance from a department administrator.

C. Say, "Now Mrs. W., I said I'd be with you as soon as I could. Now please let me finish."

D. Ask another employee to help the client while you escort Mrs. W. to a room away from the public area.

68. If a customer becomes verbally abusive, you should first:

A. Refund his money immediately

B. Contact your manager

C. Tell him he is being abusive

D. Call security

69. When the customer presents you with a problem, you should ask her:

A. How she would like the situation solved

B. Who is at fault in the situation

C. If she shops at your store on a regular basis

D. Use your own judgment to solve it.

70. If you find yourself having to resolve a very difficult issue, you may want to:

A. Ask the customer to come back another time

B. Tell the customer that his is being unreasonable

C. Get help from a more senior employee

D. Get creative and just solve the problem

71. What are the best kinds of questions to ask to a customer to encourage conversation?

A. Open-ended
B. Direct and to-the-point

C. Yes, no

D. None. Let the customer ask you questions.

72. As a sales associate, your goal is to:

A. Keep the returns to a minimum

B. Keep the customer coming back

C. Decide who’s right or wrong

D. Increase sales for your store

73. You are a car salesman at a new car dealership. A customer is gathering information before making the final decision on her new car. You have suggested the car that seems to be the best choice based on what she has stated when you questioned her. After taking a test drive, the customer decided to continue to look at other car options. What is your best response to her?

 A. I’m sorry. I don’t have a business card, but if you will give me yours, I’ll be glad to call you to see if you have other
 questions.

 B. I agree. You should give your decision more thought. It is important that you are 100% satisfied. Here is my card in case
 you have additional questions.

 C. Well, if you want to come back and look some more, here is my card. Feel free to give me a call.

 D. I’m sorry you were not able to find exactly what you are looking for, but if you decide to come back, please be sure to ask for
 me.

74. Showing the customer that you and your store stand behind the products and services you sell:

A. Limits the profit on some items

B. Shows a professionalism that builds customer loyalty

C. Encourages customers to return items more frequently

D. Shows the customer that you are a talented sales associate

75. When customers come to you with complaints, you need to:

A. Listen carefully

B. Be patient

C. Get information

D. All of the above

76. A person approaches you and tells you of many complaints he has about your department. You should first:

A. assume that his is just blowing off steam and ignore his complaints.

B. check into the legitimacy of the complaints.

C. ask for advice from your supervisor on the best way to handle the person.

D. regard the complaints as accurate and take immediate steps to correct them.

77. If an appliance or computer is being shipped, you might call the customer to be certain it was delivered on time and in good condition and:

A. That the delivery people were courteous and careful

B. If the customer really liked the deal you gave him

C. If the customer has any friends that might like the item

D. If they need to buy any additional products.

78. Dominque is shopping for a new winter coat. With the help of a salesperson, she has narrowed it down to 2 coats. Which is the best way for the sales associate to continue the conversation?

A. Ask “How much do you want to spend?”

B. Say “Do you want the red coat or the blue one?”

C. Ask “Why does she want this type of coat?”

D. None of these are appropriate to continue.

79. Which of the following is not a product benefit for a new sweater?

A. The sweater has a snag-free zipper

B. The fabric is made of natural wool

C. They come in neutral colors

D. The fabric is soft and will last through many washes.

80. Which of the following items would NOT be an appropriate finishing touch to your service?

A. Call the customer to make sure he is satisfied with his purchase

B. Send a handwritten note thanking the customer for his business

C. Send a postcard thanking a customer for letting you help him select a gift for his wife

D. Give the customer your business card & encourage him to return to the store

E. Remember the customer’s name and use it when he comes in again

81. Which of the following are appropriate reasons for following up with a customer?

A. You are curious whether a gift your customer purchased was well received

B. You want to know why a customer did not make it in for a special sale

C. You finally located an item the customer asked for a while back

D. You haven’t seen the customer in a long time and are wondering if she is shopping somewhere else now

82. How soon upon a customer’s arrival into your store should you, the sales associate, greet the customer?

 A. 2 minutes

 B. 90 seconds

 C. 60 seconds

 D. 30 seconds

83. Keeping records about customer preferences:

A. Will make customers suspicious of your ability to remember details

B. Requires an expensive computer system

C. Can help you provide more personalized service to returning customers

D. Will help you target market to them

84. In your client record system, you should record:

A. Customer purchases

B. Customer interests

C. Follow-up activities

D. All of the above

85. Which of the following statements best describes why a client record system is called a “living” record?

A. It should be accessible to anyone who wants to read it

B. You should constantly refer to it and update it with new information

C. You will spend more time maintaining your records than you do actually serving customers

D. You keep it as long as the customer remains a customer of the store

86. What is one of the best ways to explain features and benefits to a customer?

A. Explain the history of the product

 B. Show the customer the user’s manual

 C. Discuss the review of this product

 D. Demonstrate the product

87. A customer shows up and appears to be upset and on edge. As the sales associate, it would be best to:

A. Mirror their behavior

B. Refer the customer to your supervisor

C. Show empathy in your replies

D. Offer them a refund or discount to settle them down

88. Your business card or the sales receipt is a good place to make notes for a customer regarding:

A. Your work schedule so the customer can contact you in the future

B. The date a special order is due

C. An upcoming sale

D. All of the above

89. If you do not have business cards, you can help the customer remember you by:

A. Asking the customer for something on which to write your name and number

B. Writing “thank you” on the sales receipt and signing your name

C. Telling the customer how many sales awards you have won

D. Using your own name often in the conversation

90. If your company does not supply business cards, you should:

A. Tell customers that they can find the store number in the phone directory

B. Check to make sure creating your own will not violate company policy

C. Tell the customer that the company is too cheap to give you business cards

D. Tell customers your name and phone number and offer them a pen to write it down

91. A customer walks into the office and asks for the deadline to file a permit application. You do not know the answer. It would be best for you to do which of the following?

A. Tell the person what you think the answer might be.

B. Refer the person to your supervisor.

C. Say that you are not allowed to give out that information to the public.

D. Inform the person that you don't know but will find out.

92. Which of the following are good reasons to ask customers for their business cards?

A. So you can claim these customers as your own and keep co-workers from making sales to them

B. When customers show interest in an upcoming event and you offer to remind them

C. So you can build up your client records with names of potential customers

D. To learn more about them so you can suggest items that you think they can afford

93. Showing respect for a customer’s business card means you should:

A. Never write on it

B. Put it in your purse or wallet for safe keeping

C. Make some comment to indicate you have read it

D. Ask them if you can put it in the bowl used for drawing prizes

94. Which of the following is not an example of suggestive selling in a display?

 A. Putting chocolate topping next to the ice cream

 B. Dressing a mannequin with matching pants, shoes and a handbag

 C. Putting soups next to the detergent

 D. Putting flip-flops next to a beach towel

95. Susan is working with a customer named Cassandra in the perfume department. Which is the wrong thing to say about a perfume she has just dabbed on her wrist and smelled?

A. Susan looks at Cassandra and says, “You have great tastes as that is our number 1 seller!”

B. Based on how Cassandra is dressed, Susan says, “I don’t think that perfume will fit your personality.”

C. After Cassandra smells the perfume, Sally says, “I can see you like a fragrance with notes of gardenia in it.”

D Susan says, “That fragrance smells very nice on you.”

96. A customer is looking at a new desktop computer. To energize your sales presentation, you should:

A. Give a personal experience that you’ve had with using that same computer.

B. List the features of the computer

C. Ask questions about why she needs a computer

D. Demonstrate how the computer would be great for gaming because of its fast graphics

97. Which of the following is not a component of good customer service?

A. Attendance at store trainings

B. A positive attitude

C. Asking closed-ended questions to get a definitive yes or no answer

D. Acknowledge the customer quickly

98. What does shortage refer to?

A. pricing of products that are lowered to get rid of overstock

B. shoplifting, employee theft and inventory errors

C. delivery of merchandise that is lower than what is on packing slip

D. putting a smaller amount of inventory on shelves

99. A customer pays you with 3 twenty-dollar bills and 4 ones. In checking the currency, you notice that 1 of the twenty-dollar bills is counterfeit. You should:

 A. Return it to the customer telling him why

 B. Ask the customer to leave the store immediately

 C. Tear the counterfeit bill up and ask politely for another twenty

 D. Note the customer’s description and any other identifying information

100. What is a planogram?

 A. A visual map that shows shelf height and merchandise and signage placement.

 B. A store’s floorplan that shows the different departments in that store.

 C. A store’s floorplan that shows where ads and displays go.

 D. A notice that tells employees the advertised specials of the week.