Customer Relations – Floriculture Certification

1. How is the salesperson supposed to perceive each new customer?
    a. As a new victim
    b. As a new customer
    c. As the next paycheck
    d. As their new boss

2. What does a salesperson need in order to be successful?
    a. A nice car
    b. A good product
    c. Lots of customers
    d. A Core Value

3. What is the number one reason that customers take their business elsewhere?
    a. Doesn't like products
    b. Attitude of indifference from an employee or owner
    c. Cost
    d. Convenience

4. Most dissatisfied customers just never return; expect to hear complaints from about ____%
    a. 25
    b. 15
    c. 65
    d. 4

5. What is the primary goal of a flower shop?
    a. To make money
    b. To help people share their feelings through flowers
    c. To give customers a good value
    d. To set floral trends

6. What advantage would a customer have in going to a boutique instead of a warehouse?
    a. Better prices
    b. More selection
    c. Quality customer service
    d. Fresher flowers

7. A warehouse is a business that
    a. Buys and sells in quantity
    b. Has a no frills approach
    c. Has a low price approach
    d. All of the above

8. What are good characteristics of a salesperson's appearance?
    a. Well dressed and polite
    b. Appropriate body language
    c. Smiling
    d. All of the above

9. What is **Not** an important aspect of a salespersons speech habits?
    a. Tone of voice
    b. Articulation
    c. Rate of words spoken
    d. Nemo' Rules of speach

10. Communication is said to be
    a. 20% appearance, 40% voice tone and 40% hand gestures
    b. 10% words, 40% voice tone and 50% body language
    c. 15% rate, 30% pace, 20% inflection, 35% articulation
    d. All in how you say it

11. Good sales techniques include:
    a. Being a fast talker
    b. Being very persuasive
    c. Clear and accurate communication
    d. Having a great product

12. Good advice to salespeople is 'Don't _____people, help them_____"
    a. Frown at / get out
    b. Interrupt / buy somewhere else
    c. Sell / buy
    d. None of the above

13. The customers' behavior is _____ if they aren't in a rush to close the sale.
    a. Responsive
    b. Reserved
    c. Reliable
    d. Releaved

14. Effective techniques for greeting customers include:
    a. Smiling
    b. Using the customers name (if known)
    c. Allowing "personal space between you and the customer (1-3 Feet)
    d. All of the above

15. This type of customer is reserved, cautious, and detailed, you use logic and reasoning to sell your product's advantages to a customer, also needs things in writing, you are probably dealing with a _____ .
    a. Relater
    b. Thinker
    c. Socializer
    d. Director

16. A customer who is responsive behavior and indirect information management, is shy, easy to please hard to make decisions, discuss options rationally, don't rush give time decide is likely which customer type?
    a. Relater
    b. Thinker
    c. Socializer
    d. Director

17. A hurried customer who mostly controls the sales presentation is a _____ customer type.
    a. Relater
    b. Thinker
    c. Socializer
    d. Director

18. The customer who gets along with everyone! Spontaneous, quite fast paced, details are not important. Fit in suggestions to his needs.
    a. Relater
    b. Thinker
    c. Socializer
    d. Director

19. A greeting should occurs with in the first _____
    a. 5 seconds
    b. 30 seconds
    c. 1 minute
    d. 5 minutes

20. A technique called _____ allows the salesperson to relate the product features and benefits within the sales pitch that help fit the customer's needs.
    a. Cramming

b. Statistical Selling
c. Nemo's Theory
d. Suggestive Selling

21. The customer who manages information_____will likey control the conversation with you.
    a. Indirectly
    b. Directly
    c. Quickly
    d. Slowly

22. The most important thing to determine when identifying customer needs is:
    a. The occasion, style of the sender and recipient
    b. How much they are willing to spend
    c. What the most important thing is they want
    d. What color of flowers they don't like

23. Descriptive selling technique is most likely done:
    a. Over the internet
    b. At the counter in the store
    c. For Nemo's theory
    d. Telephone sales

24. The best thing to do with a complaint is to:
    a. Welcome it
    b. Berate the complaint with a witty comeback
    c. Tell them to come back when the manager is available
    d. None of the above

25. Welcome any complaint, it will bring consumer_____.
    a. A new greeting
    b. Dissatisfaction
    c. Loyalty
    d. Honesty

26. What type of close are you using if you ask many small questions to get a big answer?
    a. Assumptive close
    b. Minor and major close
    c. Compromise close
    d. None of the above

27. This type of close is often used when money is an issue. It usually involves selecting a price between the highest and the lowest price.
    a. Assumptive close

b. Minor and major close
c. Compromise close
d. None of the above

28. After you have the customer's commitment to the purchase your product, the sale does not have to end. The part of the sale that comes up while you write up the order is known as?
    a. Extra Sales
    b. Impulse sales
    c. Add-on sales
    d. None of the above

29. Wrap-up contains major components, they are:
    a. Reassurance and Money taking
    b. Education and Money-taking
    c. Education and Descriptive selling
    d. Education and Reassurance

30. What is the most important thing you can do when taking a wire order
    a. Listen
    b. Get a current address
    c. Check spelling
    d. Call filling shop

31. What kind of complaint should be welcome?
    a. Only complaints about service
    b. All complaints
    c. Only legitimate complaints
    d. Only complaints about design work

32. What can be good about customer complaints?
    a. They point out areas that need improvement
    b. Give a second chance to provide great service
    c. Give an opportunity to strengthen customer loyalty
    d. All of the above

33. A close technique that takes a series of minor questions that equal up to one major question is
    a. Assumptive Close
    b. Minor and Major Close
    c. Compromise Close
    d. All of the above

34. Examples of add-on sale items include which of the following
    a. Plush items
    b. Cards
    c. Containers
    d. All of the above

35. Sales that are best done by appointments in a relaxed, thoughtful manner are
    a. Wire Orders
    b. Walk in's
    c. Sympathy
    d. Special Events

36. A selling style that is sympathetic and low keyed is used for which of the following events?
    a. Sympathy
    b. Special Events
    c. Weddings
    d. All of the above

37. When accepting personal checks make sure:
    a. Numbers match written amount on check
    b. Verify that the person writing the check and make sure check signed
    c. Make sure check is made out to your store
    d. All of the above

38. Veteran salespeople know objections are just requests for more_____.
    a. Creative selling
    b. Close of sale
    c. Information
    d. Discounted price

39. Each successful sale will have seven tasks for you to accomplish they are all **Except**:
    a. Greeting, Determining buying needs, suggestions
    b. Get to manager to approve of sale.
    c. Handling objections, the close
    d. Add-ons, and wrap up

40. As the salesperson at a flower shop the customer is your_____.
    a. Boss
    b. Creative Sales tool
    c. Most important paycheck
    d. The person which will buy you flowers

41. There are four main types of buying styles of customer you can cater to… they are all **Except**:

a. Director
b. Socializer
c. Relater
d. Assumptive

42. All of the following is a guideline to handling a complaint **except:**
a. Take the complaint seriously
b. Get top management involved
c. Ignore the “dumb” complaints
d. Learn from you mistakes