

Section Answer Keys

Chapter 12 Selling Overview

Section 12.1 The Sales Function

Review Key Concepts

1. The purpose of selling is to help customers make satisfying buying decisions with the goal of creating ongoing, profitable relationships with them.
2. Company Web sites, targeted customer e-mails, customer loyalty programs, computer sales software, mobile devices, and partnerships between businesses help with CRM.
3. Sales management establishes the guidelines and policies under which sales people function. Sales managers plan, organize, and control the sales function.

Practice Academics

Social Studies

4. Salespeople must follow ethical sales practices and know about sales contracts and regulations because they represent their company. As such, their actions impact the company legally and ethically, and they affect the company's reputation in the business community.

Mathematics

5. \$75,000 ($\$800,000 \times .05 = 40,000 + \$35,000$)