

Section Answer Keys

Chapter 13 Beginning the Sales Process

Section 13.1 Preliminary Activities

Review Key Concepts

1. To get ready to sell, salespeople must gather information about their products, industry trends, and the competition.
2. A sample explanation: rational motive—buying a hybrid automobile will help save on gas consumption and cost less money to operate; emotional motive—buying a hybrid automobile will help save the environment for my children and grandchildren; patronage motive—I've been very satisfied buying cars from this manufacturer for years; I expect their hybrid will be good quality.
3. Prospecting techniques include customer referrals, cold canvassing, and employer sales leads.

Practice Academics

English Language Arts

4. Sample answer: The slide-out keyboard (feature) provides full QWERTY keys (function) for faster text messaging (benefit).

Mathematics

5. The answer is \$20.26 ($\$30.39 \div 3 \times 2 = \20.26).