## Answers

### Chapter 7 Quiz

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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| 1. List the ten stages the customer goes through in the customer loyalty ladder. | 1. Prospect  
2. Awareness  
3. Evaluation  
4. Trial purchase  
5. Service delivery evaluation  
6. After-sales service evaluation  
7. Repeat purchase  
8. Supporter  
9. Regular customer  
10. Advocate |
| 2. What do you need to do to make a face-to-face sale?                    | ➢ Ask questions and listen to the answers  
➢ Be clear about how your product/service will solve their specific ‘problem’ and be able to demonstrate its features either directly or with the help of photographs or brochures  
➢ Back up the claims you make about your value proposition with proof, for example by providing references or testimonials from satisfied customers  
➢ Handle objections and concerns  
➢ Close the sale |
| 3. List six sorts of sales objections.                                    | 1. Feature objection  
2. Information-seeking objection  
3. Price objection  
4. Delay objection  
5. Loyalty objection  
6. Hidden objection |
4. List six sorts of sales close.

| 1. | Trial close |
| 2. | Alternative close |
| 3. | Summary close |
| 4. | Concession close |
| 5. | Quotation close |
| 6. | Direct close |

5. List as many communication tools as you can.

- Word-of-mouth
- Relationships and networks
- Social networks and media
- Blogging
- Guerrilla marketing
- Publicity and public relations
- Newspaper advertising
- Radio advertising
- TV advertising
- Internet advertising
- Sponsorship
- Telephone
- Posters
- Flyers
- Hoardings/billboards
- Direct-mail
- E-mail
- Texting

6. Define the term social networks and media.

Communication hosted on the internet or on smartphones, such as texting, tweeting or blogging, includes social networking sites such as Facebook, Twitter and YouTube.

7. What is guerrilla marketing?

Any low-cost approach to creating awareness of a product/service using social media or word-of-mouth.

8. Who are early adopters?

The second group of customers to buy a new product - people with status in their market segment and opinion leaders.

9. What is market penetration?

Selling your original or existing product or service to the customers in the market segment you originally identified.

10. List the six steps in developing a communications campaign.

1. Identifying the target market you wish to communicate with
2. Identifying the media that reaches this target market
3. Defining your communications objectives
4. Developing and refining your communications message – words and images.
5. Setting the budget (money and other resources). Deciding whether the media that reaches your target market is

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<td>6.</td>
<td>Preparing your communications plan – media, dates, times etc</td>
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appropriate for your message and is within your budget