

BMI3C – Selling & Promotion Test
Test Day: Friday December 11, 2015

Test Outline

Review all class notes, discussion topics, homework questions, quizzes, assignments, etc in preparation for your Unit 3 Test. You may prepare a cue card to assist you on your test if you wish, however; it must be one that you obtain from Mrs. Katt and not one of your own.

Selling Topics

- Sales functions
- Sales trends and technology
- Sales positions
- Steps of a sale
- Types of decision making
- Effective sales people
- Prospecting
 - Qualifying prospects
- Steps of a sale
- Determining customer needs
- Product presentation
- Understanding objections
- Closing the sale
 - Specialized methods

Promotion Topics

- The promotional mix
- Product vs. institutional promotion
- Types of promotion
- Push/pull concepts
- Trade promotions
- Consumer promotions
- Advertising and purpose
- Promotional vs. institutional advertising
- Types of media
- Advantages and disadvantages of different types of media
- Types of print advertisements
 - Developing print advertisements
- Advertising agencies