

# Custom Aptitude test Telmark.xxa Page 1

For Applicant : Margaret Reid

*#1-As a telemarketer, what do you sell first on a sales call*

- 1-The fine reputation of the company you work for
- 2-The great service or product you are selling
- 3-The reasonable price for the product or service
- 4-Your voice, your style, yourself

**Applicant answered correctly : 4 - Most correct answer was : 4**

*#2-When talking about the \$\$ amount of the service or product you're selling, the WORD you would use is:*

- 1-Cost
- 2-Price
- 3-Investment
- 4-Total

**Applicant answered correctly : 3 - Most correct answer was : 3**

*#3-When you QUALIFY a customer, You:*

- 1-Find out if they are who they say they are
- 2-Find out if their credit is good
- 3-Find out what they want
- 4-Find out what they need and what they can afford

**Applicant answered secondary : 4**

*#4-In General, Most people buy a PRODUCT because they:*

- 1-Need it
- 2-Want it

**Applicant answered correctly : 2 - Most correct answer was : 2**

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For Applicant : Margaret Reid

***#5-If the secretary asks What is your call regarding to? You would answer:***

- 1-My call is a personal matter
- 2-I have a business opportunity for them
- 3-We are introducing a new product\service
- 4-Pitch her on what you are doing

**Applicant answered secondary : 1**

***#6-The secretary says she doesn't think they are interested You would:***

- 1-Ask her the address so you can send information
- 2-Ask her who would be the person who would handle this
- 3-Ask her who the President is
- 4- Ask her if she owns the company

**Applicant answered correctly : 2 - Most correct answer was : 2**

***#7-What is a sales OBJECTION ?***

- 1-It's when you can't answer a customer's question
- 2-It's the ways customer's react to a poor presentation
- 3-It's an excuse not to buy
- 4-It's usually the first step in closing the customer

**Applicant answered correctly : 4 - Most correct answer was : 4**

***#8-Customer's make OBJECTIONS because:***

- 1-They are insecure about buying your service or product
- 2-They didn't like your telephone pitch
- 3-You didn't do a good job of explaining the product
- 4-You're selling the wrong product or service

**Applicant answered correctly : 1 - Most correct answer was : 1**

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For Applicant : Margaret Reid

**#9-When you have actually CLOSED a sale, You:**

- 1-Set the appointment
- 2-Deliver the product or service
- 3-Get the customer's word they will buy
- 4-Get the check

**Applicant answered correctly : 4 - Most correct answer was : 4**

**#10-A customer says they are a branch, everything is handled through the corporation. You would:**

- 1-Ask the address of the corporation
- 2-Ask for the telephone number for the corporation
- 3-Ask for the telephone number and contact name
- 4-Tell her you are sorry to take up her time

**Applicant answered correctly : 3 - Most correct answer was : 3**

**#11-After you ask a CLOSING question, you should:**

- 1-Immediately list all the reasons they should buy
- 2-Emphasize the good price and quality
- 3-Leave them alone to make a decision
- 4-Say nothing

**Applicant answered correctly : 4 - Most correct answer was : 4**

**#12-If you were ASKING FOR A DONATION and the customer tells you they are always donating to something, this time they will pass, You would,**

- 1-Tell the customer it's an investment for a good cause
- 2-Get emotional with them on the reasons to donate
- 3-Get on the customers level and ask more questions
- 4-Tell them what they will get if they make a donation

**Applicant answered incorrectly : 1 - Most correct answer was : 3**

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For Applicant : Margaret Reid

**#13-Customer's give off *INTEREST* signs. Which example is *NOT* an *INTEREST* sign:**

- 1-They ask more questions
- 2-They say the price is too high
- 3-They pass you on to another person
- 4-They say they will make a decision tonight

**Applicant answered correctly : 4 - Most correct answer was : 4**

**#14-When a customer wants to *THINK* it over, you should:**

- 1-Give them the time to make a decision
- 2-Ask if you can call them tomorrow for their decision
- 3-Ask if there is an unanswered question in their mind
- 4-Thank them for their time and give them your number

**Applicant answered correctly : 3 - Most correct answer was : 3**

**#15-As an experienced Telemarketer, which of the following do *YOU* consider is the *MOST* important item to know in a telephone presentation:**

- 1-You are talking to the right person
- 2-The wholesale cost of the product or service
- 3-The correct way to read and respond to the customer
- 4-Everything you can about the product or service

**Applicant answered correctly : 1 - Most correct answer was : 1**

**#16-What is *COLD CALLING*:**

- 1-Telephoning an upset customer
- 2-Calling around to find the best price
- 3-Calling on a potential customer
- 4-Calling the customer after the sale

**Applicant answered correctly : 3 - Most correct answer was : 3**

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For Applicant : Margaret Reid

**#17-The very best source of NEW leads is:**

- 1-Old customers
- 2-Newspaper
- 3-Friends
- 4-Cold calling

**Applicant answered correctly : 1 - Most correct answer was : 1**

**#18-If you are COLD CALLING via phone for a LOW priced product you would expect to have:**

- 1-20 new leads a week
- 2-50 new leads a week
- 3-100 new leads a week
- 4-200 new leads a week

**Applicant answered incorrectly : 1 - Most correct answer was : 3**

**#19-Is it better to be working on:**

- 1-One or two REALLY big deals
- 2-One REALLY big deal and a FEW smaller ones
- 3-A LOT of small deals and a couple BIG ones
- 4-A LOT of BIG deals

**Applicant answered correctly : 3 - Most correct answer was : 3**

**#20-If a customer asks you a question you CAN'T answer you should:**

- 1-Tell them what you think they want to hear
- 2-Tell you will call them later with an answer
- 3-Ask them a question you know they can't answer
- 4-Tell them you don't know but will find out immediately

**Applicant answered incorrectly : 2 - Most correct answer was : 4**

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For Applicant : Margaret Reid

## ***#21 - General Question***

***What is your view of Telemarketing for a living:***

- 1-It's easy because of my personality
- 2-It's a good living
- 3-It's a game and I like to win
- 4-It's a challenge and I like to excel

**Applicants answer was : 1**

## ***#22 - General Question***

***Which one of the following would HELP you the most in this Telemarketing position:***

- 1-Learn more about the companies product and services
- 2-Take a good telemarketing course
- 3-Learn how to change styles with the customers style
- 4-Learn about the competitor's products and services

**Applicants answer was : 1**

## ***#23-The best way to spend your time waiting ON HOLD is:***

- 1-Listen on the line about the companies products
- 2- Read your sales pitch
- 3-Take a deep breath and just relax
- 4-Go over your sales pitch in your mind

**Applicant answered correctly : 1 - Most correct answer was : 1**

## ***#24-The customer has just phoned and CANCELED an order, you would***

- 1-Call them back and find out the reason
- 2-Tell the boss so they can call them back to save it
- 3-Do nothing and keep going
- 4-Write them a letter on the benefits

**Applicant answered correctly : 1 - Most correct answer was : 1**

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For Applicant : Margaret Reid

***#25-What is the MOST important thing you do after the sale:***

- 1-Analyze the sale
- 2-Wait a few days and call and thank the customer
- 3-Call the customer to see if they are satisfied
- 4-Ask the customer for other potential customers

**Applicant answered secondary : 1**

***#26-If you're selling 2 out of 5 customers, ARE you doing well***

- 1-Yes
- 2-No
- 3-It would depend on where you worked and what you sold
- 4-I don't know

**Applicant answered correctly : 1 - Most correct answer was : 1**

***#27 - General Question***

***The best telemarketing approach for YOU is:***

- 1-Be kind and courteous
- 2-Dominate and control the sale
- 3-Let the customer do most of the talking
- 4-Ask questions

**Applicants answer was : 1**

***#28-After a NO SALE day OR a BAD sales day, I am:***

- 1-Depressed
- 2-Angry at myself
- 3-Even, not up or down
- 4-Anxious to do better tomorrow

**Applicant answered incorrectly : 1 - Most correct answer was : 2**

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For Applicant : Margaret Reid

**#29-When selling over the PHONE, YOU would feel more comfortable:**

- 1-Reading from a prepared script
- 2-Being natural, relaxed, use your own words
- 3-Changing styles with different types of customers
- 4-Being low keyed, factual

**Applicant answered incorrectly : 1 - Most correct answer was : 3**

**#30-A customer shows DIS-INTEREST when :**

- 1-They breathe heavily, sighing on the phone
- 2-They change their tone of voice
- 3-They talk to someone else while you are pitching
- 4-They talk louder

**Applicant answered correctly : 1 - Most correct answer was : 1**

**#31-A product costs \$28.00 to produce. The company sells this product for \$499.00. Is this fair to the customer:**

- 1-Yes
- 2-No
- 3-It depends on where you're selling and to whom
- 4-I don't know

**Applicant answered correctly : 1 - Most correct answer was : 1**

**#32-A customer says they don't have time to talk with you now. You would:**

- 1-Ask them their mailing address to send information
- 2- Say you will call them back tomorrow
- 3-ask them if it is alright to call them back later
- 4-ask them to give you a time to call back

**Applicant answered incorrectly : 3 - Most correct answer was : 4**

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For Applicant : Margaret Reid

*#33-The best way YOU have found to explain a product or service is:*

- 1-On the quality and price
- 2-On what the customer needs
- 3-On the benefits
- 4-On your enthusiasm and of the benefits

**Applicant answered incorrectly : 1 - Most correct answer was : 4**

*#34-The best way YOU have found to have good customer relations is to:*

- 1-Be cordial, somewhat personal, get on their level
- 2-Give the customer what they need
- 3-Be factual, to the point, and convey your product
- 4-Make the customer THINK you're their friend

**Applicant answered correctly : 1 - Most correct answer was : 1**

*#35-The person MOST likely to LISTEN to your phone pitch is:*

- 1-The telemarketing manager
- 2-The President
- 3-The comptroller
- 4-The secretary

**Applicant answered incorrectly : 1 - Most correct answer was : 4**

*#36-The BEST person YOU have found to GIVE your phone pitch to is*

- 1-The telemarketing manager
- 2-The President
- 3-The Comptroller
- 4-The secretary

**Applicant answered correctly : 1 - Most correct answer was : 1**

For Applicant : Margaret Reid

**#37-In general, selling over the phone, most customers need to:**

- 1-Be pushed into the sale
- 2-Be lead into the sale
- 3-Be given time to make a decision
- 4-Be convinced they can't live without it

**Applicant answered incorrectly : 1 - Most correct answer was : 4**

**#38-In telemarketing jargon, the word BACK BURNER means:**

- 1-Can't be sold
- 2-Almost ready to be sold
- 3-Customer is cheap
- 4-Waiting for a decision

**Applicant answered incorrectly : 4 - Most correct answer was : 2**

**#39-Your competitor is charging more than you. Do you say your product|service is:**

- 1-Less expensive
- 2-Cheaper
- 3-More affordable
- 4-A better deal

**Applicant answered secondary : 1**

**#40 - General Question**

**What TYPE of customer are you MOST comfortable with:**

- 1-The large corporate companies or professional people
- 2-The medium sized companies or average working people
- 3-Residential, in home sales or senior citizens
- 4-All of the above

**Applicants answer was : 1**

For Applicant : Margaret Reid

## ***#41 - General Question***

***If you have taken a Telemarketing course, did it help you:***

- 1-Make more sales
- 2-Become more aware of mistakes you were making
- 3-All of the above
- 4-I never took a telemarketing course

**Applicants answer was : 1**

## ***#42 - General Question***

***Would you PREFER to telemarket:***

- 1-A low cost product\service sale
- 2-A sale which all you have to do is set an appointment
- 3-A donation type sale
- 4-A high cost service\product sale

**Applicants answer was : 1**

## ***#43 - General Question***

***Which compensation plan would YOU prefer:***

- 1-A high salary with low commissions
- 2-A good draw with high commissions
- 3-A mid level salary with year end bonus
- 4-Paid by the hour

**Applicants answer was : 1**

## ***#44-How did you learn your telemarketing skills:***

- 1-The road of hard knocks
- 2-Good training by other
- 3-All of the above
- 4-I want to learn more about telemarketing skills

**Applicant answered incorrectly : 1 - Most correct answer was : 3**

For Applicant : Margaret Reid

## ***#45 - General Question***

***How many years of telemarketing experience do you have:***

- 1-NONE to one year
- 2-1 TO 3 years
- 3-3 TO 6 years
- 4-Over 6 years

**Applicants answer was : 1**

## ***#46 - General Question***

***What is the HIGHEST position you have achieved in sales:***

- 1-Telemarketing manager
- 2-Sales representative
- 3-Sales manager
- 4-I am only interested in telemarketing

**Applicants answer was : 1**

## ***#47-What group of telemarketers are YOU in:***

- 1-Very aggressive, work hard, steamrollers
- 2-Aggressive, factual, to the point
- 3-Somewhat laid back, work smart, not hard
- 4-Do your job well, and enjoy life

**Applicant answered secondary : 1**

## ***#48 - General Question***

***How many different telemarketing jobs have you had:***

- 1-1 to 3
- 2-4 to 6
- 3-7 to 10
- 4-more than 10

**Applicants answer was : 2**

For Applicant : Margaret Reid

# Custom Aptitude test Telmark.xxa Summary sheet

**Produced for :**

**For Applicant : Margaret Reid**

**App.Phone : N/A**

**App.Fax : E-mail :**

**Date taken : December,08,2000**

**Group # : 9997 Team Design # : 78 Job Code :Corporate Secretary**

**Test results for : Telmark.xxa**

Total questions answered 48

Highest score possible 116

Total of most correct Answers 22

Total of secondary Answers 5

Total Score for this applicant is 70

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Highest score for this test is now at 97

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