

- make an offer to a select group of consumers

10) What are the costs of a high turnover within a company's sales force?

Increased costs of personal selling, little to no sales being generated,

11) Why might a company that highly values building long-term relationships with customers be reluctant to use a sales force compensation strategy that focuses on commissions?

This strategy will motivate salespeople to build good relationships with customers so they will keep coming back to them, increasing their profit.

12) Why is telemarketing considered to be one of the most intrusive forms of direct marketing?

Calls are often received at inconvenient times and unscrupulous selling techniques. (careless selling techniques)

13) Briefly describe the steps that make up the selling process.

Prospecting- identifies

Preapproach- researches

Approach- contacts

Sales presentation- meeting with customer outlining the benefits of the product

Overcomes objections- responds to any raised issues

Closes the sale- asks for order

Follow up- contacts customer to ensure product was delivered as promised

14) Why do most media plans involve a mix of media types?

They can work together to deliver the advertising message.

15) Explain the difference between media impact and media engagement.

Media impact is a qualitative assessment of the value of a message exposed in a particular medium while media engagement evaluates how attentively audiences read, watch, or listen to media.

16) Why is it important for a media planner to consider how different types of media could work together on a media plan?

The impact of a message can be multiplied this way.