

Terminix Sales Practice Exam (Sample)

Study Guide



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Questions

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- 1. When using LEV techniques, what is important to remember about listening to customers?**
 - A. Interrupting to clarify details**
 - B. Showing that you are listening through eye contact**
 - C. Taking notes while they speak**
 - D. Responding quickly to their concerns**

- 2. In a sales context, what should be used instead of the term 'objection'?**
 - A. Challenge**
 - B. Resistance**
 - C. Concern**
 - D. Areas of concern**

- 3. Which word should be used in place of 'guarantee' in a sales context?**
 - A. Certainty**
 - B. Warranty**
 - C. Assurance**
 - D. Promise**

- 4. Which approach is least effective when handling objections about cost?**
 - A. Explain value of inspection**
 - B. Ensure it's free inspection**
 - C. Follow up with past clients**
 - D. Offer discounts on first service**

- 5. How can you address a customer's objection about preferring to pay the technician after service?**
 - A. Suggest they can choose to pay later in every situation**
 - B. Explain the benefits of auto pay and offer to schedule the service**
 - C. Allow them to skip their appointment if they choose**
 - D. Show them a list of technicians available for cash payments**

- 6. How should a salesperson respond to a customer who feels encapsulation can wait due to budget constraints?**
- A. You're better off doing it later**
 - B. I understand your concern; let's find a better price**
 - C. We can find a cost-effective solution**
 - D. It's critical to do it immediately**
- 7. What is an alternative payment option for customers who prefer to pay in cash?**
- A. Direct cash payment to the technician**
 - B. Money orders or prepaid cards**
 - C. Bank wire transfer**
 - D. Storing cash in personal accounts**
- 8. What is the preferred term to use instead of 'pitch'?**
- A. Proposal**
 - B. Presentation**
 - C. Solicitation**
 - D. Talk**
- 9. Who is the best target audience for tick defense sales?**
- A. Homes currently using pest services**
 - B. Homes without Terminix services**
 - C. Homes with frequent pest problems**
 - D. Homes that do not maintain lawns**
- 10. How can one distinguish between carpenter bees and bumble bees?**
- A. Carpenter bees have striped abdomens**
 - B. Carpenter bees have a hairless top and abdomen**
 - C. Bumble bees are smaller in size**
 - D. Bumble bees are exclusively black**

Answers

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- 1. B**
- 2. D**
- 3. B**
- 4. C**
- 5. B**
- 6. C**
- 7. B**
- 8. B**
- 9. B**
- 10. B**

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Explanations

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1. When using LEV techniques, what is important to remember about listening to customers?

- A. Interrupting to clarify details
- B. Showing that you are listening through eye contact**
- C. Taking notes while they speak
- D. Responding quickly to their concerns

When using LEV (Listen, Empathize, Validate) techniques, showing that you are listening through eye contact is crucial because it builds rapport and trust with the customer. Eye contact demonstrates engagement and attentiveness, signaling to the customer that their words and concerns are valued. This non-verbal communication helps create a comfortable environment where customers feel encouraged to share their thoughts and feelings. Effective listening is not just about hearing the words; it's about fully engaging with the speaker. Eye contact fosters a connection that reinforces their importance in the conversation and strengthens the overall interaction. This approach aligns with the principles of LEV, which focus on genuinely understanding the customer's needs and emotions. While the other options may have their own merits in different contexts, they do not encompass the foundational aspect of attentive listening and building trust derived from meaningful engagement. Interruption can hinder communication, note-taking may distract from the conversation, and prompt responses may overlook the depth of the customer's concerns. Therefore, the emphasis on eye contact embodies the core essence of effective listening in the LEV framework.

2. In a sales context, what should be used instead of the term 'objection'?

- A. Challenge
- B. Resistance
- C. Concern
- D. Areas of concern**

Using the term "areas of concern" instead of "objection" is beneficial in a sales context because it frames the customer's hesitations in a more constructive and less confrontational manner. This phrasing suggests that the customer has legitimate topics that need to be addressed, rather than presenting their hesitations as outright rejections of the product or service being offered. By referring to objections as areas of concern, sales professionals can foster a more open dialogue, encouraging customers to express their thoughts and feelings. This approach creates an atmosphere of collaboration, where the salesperson can then work to provide reassurance and relevant information that directly relates to the customer's specific worries or inquiries. This terminology promotes problem-solving and can lead to better engagement in the sales process. The other terms, while they may convey similar notions, do not carry the same constructive connotation. "Challenge" may imply a more adversarial relationship, while "resistance" suggests unwillingness or non-acceptance, which could lead to defensiveness. "Concern" is somewhat closer to "areas of concern," but it may lack the specificity that encourages deeper discussion about the issues at hand. Each of these alternatives could lead to a less cooperative sales interaction compared to the more nuanced and empathetic term "

3. Which word should be used in place of 'guarantee' in a sales context?

- A. Certainty
- B. Warranty**
- C. Assurance
- D. Promise

In a sales context, the word "warranty" is most appropriate in place of "guarantee" because it specifically refers to a formal assurance that a product will perform as promised or that certain conditions will be met. A warranty typically includes details on what is covered, the duration of the coverage, and the process for making claims, making it a legal commitment from a seller to the buyer. This adds a layer of trust and accountability that is critical in sales, especially in industries such as home services, where customers seek assurance about the products and services they purchase. While "assurance," "promise," and "certainty" convey positive connotations regarding reliability and trustworthiness, they do not carry the same formal implications as a warranty. "Assurance" can suggest confidence but lacks the contractual undertone of a warranty. "Promise" provides a sense of commitment, but it does not necessarily imply legal protection or recourse in the same way a warranty does. "Certainty" is more about confidence in outcomes rather than an explicit commitment about a product's performance. Therefore, "warranty" stands out as the most suitable substitute in a sales context.

4. Which approach is least effective when handling objections about cost?

- A. Explain value of inspection
- B. Ensure it's free inspection
- C. Follow up with past clients**
- D. Offer discounts on first service

The option regarding following up with past clients is least effective when it comes to handling objections about cost because it does not directly address the immediate concern of the prospect regarding pricing. While following up with past clients can build relationships and trust, it does not provide a solution to the specific objection of cost that a potential customer may have. In contrast, other approaches focus more directly on value and immediate incentives for the service being proposed. For instance, explaining the value of the inspection clarifies how the benefits outweigh the costs, helping the client see the worth in the investment. Noting that the inspection is free also eliminates the cost concern upfront, making it easier for clients to consider the service. Offering discounts on the first service can provide a tangible financial incentive, directly addressing price objections by making the service seem more affordable. Therefore, while following up with previous clients has its merits in maintaining relationships, it does not effectively counter cost-related objections in the sales process.

5. How can you address a customer's objection about preferring to pay the technician after service?

- A. Suggest they can choose to pay later in every situation**
- B. Explain the benefits of auto pay and offer to schedule the service**
- C. Allow them to skip their appointment if they choose**
- D. Show them a list of technicians available for cash payments**

When addressing a customer's objection about wanting to pay the technician after service, offering an explanation of the benefits of auto pay while also proposing to schedule the service is an effective strategy. This approach highlights the convenience and security that auto pay provides. It reassures customers that their payment is managed seamlessly, which can enhance their overall experience and satisfaction with the service. By discussing auto pay, you can emphasize the advantages such as not having to worry about having cash on hand at the time of service, timely payments, and potentially even discounts or special offers associated with the automatic payment process. Additionally, suggesting to schedule the service in conjunction with this payment method shows that you are not only empathizing with their preference but also providing a solution that ultimately facilitates a smoother transactional experience. This method fosters trust and demonstrates a commitment to accommodating the customer's needs while still ensuring the business's processes are maintained.

6. How should a salesperson respond to a customer who feels encapsulation can wait due to budget constraints?

- A. You're better off doing it later**
- B. I understand your concern; let's find a better price**
- C. We can find a cost-effective solution**
- D. It's critical to do it immediately**

The appropriate response to a customer who believes encapsulation can wait due to budget constraints is to indicate that a cost-effective solution is available. This approach demonstrates empathy toward the customer's financial situation while still addressing the importance of encapsulation as a necessary service. By suggesting that you can find a solution that fits their budget, you create an opportunity for dialogue about the options available, potentially leading to a sale that meets both their needs and financial constraints. This choice fosters a collaborative discussion, encouraging the customer to feel comfortable sharing their concerns and allows the salesperson to guide them toward an affordable resolution rather than dismissing their worries or forcing an immediate decision. In essence, conveying the message that there are cost-effective options reinforces the salesperson's role as a trusted advisor who is looking out for the customer's best interests.

7. What is an alternative payment option for customers who prefer to pay in cash?

- A. Direct cash payment to the technician
- B. Money orders or prepaid cards**
- C. Bank wire transfer
- D. Storing cash in personal accounts

Money orders or prepaid cards serve as effective alternative payment options for customers who prefer cash but are looking for a more secure or formal method of transaction. These options allow customers to manage and control their spending without needing to carry cash physically. Money orders can be easily purchased at various locations such as grocery stores or banks, and they provide a tangible way to pay without the risks associated with cash, such as theft or loss. Prepaid cards offer flexibility similar to cash but come with the added benefit of being able to use them for online payments or at any merchant that accepts card payments. Both alternatives ensure that customers can securely complete their transactions while still catering to those who may have concerns about using electronic payment methods.

8. What is the preferred term to use instead of 'pitch'?

- A. Proposal
- B. Presentation**
- C. Solicitation
- D. Talk

The preferred term to use instead of "pitch" is "presentation." This choice emphasizes the structured and professional nature of delivering information to an audience, whether it's to showcase a product, share insights, or persuade potential clients. In a sales context, a presentation often includes engaging visuals, clear messaging, and well-organized content aimed at addressing the client's needs and demonstrating the value of the service being offered. By using "presentation," it conveys a focus on communication and interaction rather than a purely transactional or aggressive sales approach that "pitch" might imply. This aligns well with the ethos of building relationships and understanding clients' requirements in the sales process.

9. Who is the best target audience for tick defense sales?

- A. Homes currently using pest services
- B. Homes without Terminix services**
- C. Homes with frequent pest problems
- D. Homes that do not maintain lawns

The most suitable target audience for tick defense sales is homes without Terminix services. Focusing on this demographic allows for more effective outreach because these homes may lack comprehensive pest control measures. Homeowners who do not currently use pest services may not be aware of the potential dangers ticks pose or the availability of effective solutions. By targeting these homes, sales efforts can highlight the importance of tick defense in protecting families and pets from tick-borne diseases, leveraging education about the benefits that Terminix can provide. Additionally, these prospects could be more receptive to new pest control options since they do not have an existing service provider. Tailoring the sales pitch to emphasize the advantages of starting a relationship with Terminix, particularly regarding preventive measures against ticks, can make this approach more compelling.

10. How can one distinguish between carpenter bees and bumble bees?

- A. Carpenter bees have striped abdomens**
- B. Carpenter bees have a hairless top and abdomen**
- C. Bumble bees are smaller in size**
- D. Bumble bees are exclusively black**

The hallmark feature that differentiates carpenter bees from bumble bees is indeed that carpenter bees typically possess a hairless top and abdomen. Carpenter bees are often characterized by their shiny, smooth, and hairless black bodies on the upper side, while their undersides may have some yellow coloration. This lack of dense hair on the abdomen sets them apart from bumble bees, which are generally fuzzy and have more hair covering their entire bodies, contributing to their pollen-collecting efficiency. In contrast, bumble bees are generally larger and more robust than carpenter bees, and they have a distinctly hairy appearance, which aids in their role as pollinators. This visual contrast in hairiness is significant in field identification. Additionally, carpenter bees are not exclusively black; instead, they can display a mix of colors including some yellow. The striped abdomens or the size comparison do not accurately convey the primary distinguishing trait between these two types of bees, making the characteristics of the hair on their bodies a more reliable method for identification.

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