**Podcast 1: Right Client Relationships.**

1. What is the importance of fostering effective customer bonds?
* To offer protection against other competitors
* To improve your social status
* To have them as friends
* To be respected
1. Which of the following is not a parameter used by a field person to know whether the customer bond is strong?
* The name of the customer
* The title
* Knowing their favorite activities
* The age
1. How can the field person improve the customer bond?
* Hiring private investigators to gather client information
* Sharing with the customer
* Asking other people about the customer
* Assuming information based on the customer’s behavior
1. Which of the following is a good strategy for creating credibility?
* Making assumptions on client’s needs
* Recognizing that clients interests are important
* Asking client’s personal information
* Working smarter
1. Which of the following is not a method used by successful sales representatives to progress higher?
* Asking clients insightful questions
* Performing unexpected caring ations
* Confronting their competitors
* Applying their industry knowledge
* Having offhand conversations with clients

**Podcast 2: Balancing Efficiency with Effectiveness**

1. Highly effective salespeople prefer working?
* Smarter
* Harder
* Faster
* Slowly
1. When business becomes sluggish, the manager solves the problem by?
* Increasing the employee’s salaries
* Giving them a day off
* Putting pressure on them
* Encouraging them
1. Which of the following are not examples of effectiveness by field staff?
* Having the client return the call
* Setting dates for a lab tour
* Getting an appointment with the next higher level
* forcing the client to use another competitor
1. To appreciate the difference between effectiveness and efficiency, the field person must?
* Recognize customer behaviour
* Make assumptions of the customer’s needs
* Ignore customer’s behaviour
1. The most important function of a management in respect to field marketing is?
* Improving the effectiveness of the sales force
* Employing more staff
* Increasing salaries of employees
* Reducing the number of employees

**Podcast 3: If Socrates Sold Lab Services (Part 1)**

1. Which of the following shows a characteristic of Socrates?

* He was a drunkard
* Outgoing
* Inquisitive
* Introvert

2. The following are aspects clients consider when choosing a lab. Which one is not?

* Hospital ownership
* Political inclination
* Contractual insurance obligation
* EMR connectivity and donations

3. Is it possible for a client to change labs due to poor customer relations and lack of satisfaction?

* Yes
* No

4. The following are problems that may arise from lab services. Which one is not?

* Billing problems
* Occasional mis-tests and waiting on hold for client services
* Power shortages
* Duplication of reports

5. The following are ways in which waiting on hold affect staff productivity. Which one is not?

* It encourages laziness
* It creates confusion in the workplace
* It causes frustration on the involved parties
* It creates resentment from the client

**Podcast 4: If Socrates Sold Lab Services (Part 2)**

1. Which of the following is a characteristic of Socrates?
* Inquisitive
* Hard working
* Focused
* Lazy
1. How long does it take to maintain ABC’s results in the computer before being archived?
* A year
* Six months
* A month
* A week
1. Which of the following is not a reason why ABC needs to improve their services?
* Their services are excellent and don’t need updating
* Their computers store results for a period of one month before they get archived
* Their specimen carriers does not return to the lab because they are located far away
* There are delays in results release
1. Why should ABC follow the advice of Socrates?
* The computers can now store results for more than one year and retrieving these files can be done by a click
* The specimen carriers will now be easily available
* Antibiotics and will be delivered immediately for administering
* The doctor is alerted of abnormal results immediately, saving lives
1. Was Socrates intuitiveness successful?
* Yes
* No

**Podcast 5: If Socrates Sold Lab Services (Part 3)**

1. Which one of the following is Betty’s characteristic?
* She is a good listener
* She is ignorant
* She is arrogant
* She is lazy
1. Which of the following is not a reason why Socrates should have a meeting with Dr Johnson?
* Socrates could speak directly with provider about medical aspects of his lab
* It illustrates that Betty is caring
* It demonstrates that Betty felt it was more important to have Dr Johnson involved
* It shows a form of action on Betty’s part as opposed to the verbal interaction with Socrates
1. What is the commitment objective of Socrates meeting with Dr Johnson?
* To convince Dr Johnson to work for him in his lab
* Is to have the doctor agree to a trial run for using his lab called “Good Lab”
* To assist Dr Johnson in his research
* To invite him for diner
1. What makes Socrates lab different from ABC lab?
* ABC lab results are faxed the next day in the afternoon while Socrates lab delivers earlier.
* Socrates lab is more equipped than ABC lab
* Socrates is easily accessible compared to ABC lab
* ABC is free from burglars in contrast to Good lab
1. Is Socrates lab better than ABC lab at client’s satisfaction?
* Yes
* No

**Podcast 6: Develop a Competitive Business Strategy.**

1. Which of the following is not a characteristic of a good business strategy?
* Should be practical
* Should be complex
* Should be unique
* Should be concrete
1. Which of the following are elements of a good business strategy?
* Objective
* A plan
* Scope
* The advantage
1. What strategies are used by the lab management in order to increase profits?
* Implementation of cost cutting measures
* Evaluating the number of employees
* Investigating productivity
* Increasing employees salaries
1. What is included in large nationwide labs chains value propositions?
* Multiple and convenient patient service centers
* Intuitive online test ordering and e-prescribing
* Cost of all services offered
* Well trained sales and service field personnel
* Insurance contracts
1. Which of the following strategically distinguishes the large laboratories from community or regional labs?
* Diagnostics imaging services
* Political ties
* Supporting local hospitals or other community
* Testing proximities
* Free medical services

**Podcast 7: Nine Sales Principles**

1. How do job applicants study the job requirements?
* Continuous sales training via forums provided by the employer
* Observational feedback by an experienced coach through field encounters
* Reading books, magazines and online articles of various sales related topics
* Attending industry conferences and webinars.
* Assuming they have knowledge on all the requirements
1. Which of the following does not include a number of basic principles that a field marketing person should know so as to be best in class?
* Superior strategy
* Qualified prospects
* Competition
* Being valued and trusted
1. Who is a qualified customer?
* A lab owner or director
* A sales manager
* Anyone
* A sales director
1. Which of the following does not describe various steps representatives have to descend during the course of building a solid rapport with clients?
* People who do not know your name
* People who know your name
* People who like you
* People who are friendly with you
* People who have never heard of you
1. How can a successful sales representative progress higher?
* By offering free services
* By doing unexpected and unselfish acts
* By increasing prices for services offered
* By employing more people

**Podcast 8: Adding Power To Showcase Your Lab’s Capabilities**

1. What is the mistake that most marketers make?
* Providing high quality services to their clients
* Believing that their labs mimics their competitors
* Offering discounts to customers
* Employing too many people
1. Why should commodities sales exist?
* Because the salesperson consciously chooses it as a strategy
* Because other lab owners are using it
* Because it is the right thing to do
1. Which of the following should not be included in a proper training by the management?
* The methodology
* Testing schedules
* Billing policies
* Clients services functions
* Career policies
* Client’s personal information
1. Which of the following influences human behavior?
* The weather
* The building
* Actions of those around them
* Their career
1. How do you deal with competition?
* By offering improved services that are not offered in your competitor’s facility
* By copying the strategies of your competitors
* By offering ordinary services as your competitor

**Podcast 9: Supercharging Your Sales Effectiveness**

1. What partly determines the success of lab sales individuals?
* By a combination of excellent ongoing trainings
* Consistent field management training
* The rep’s desire to garner both sales and industry knowledge
* Assuming information
1. Which of the following is a significant path to success at any branch sales?
* The representative should build trust and credibility with his prospects
* Offering free services to clients
* Increasing the salaries of employees
* Accessing client’s personal information
1. What are the strategies that field services staff use to become more professional and effective on day to day customer calls?
* Developing a reason for every call
* Taking advantage of comprehensive relationships
* Emphasizing basic differences you offer
* Calling clients to check on them
1. Which of the following reasons indicate why it is important to develop a good reason for calling a client?
* You might be interrupting the client’s busy schedule
* Some clients prefer to make calls themselves instead
* You might make the client lose interest in your facility
* The client gets bored
1. How does emphasizing basic differences of services you offer to your client help your facility?
* The client gets awareness of unique services you offer
* It makes the customer to become more interested
* It reduces competition from other facilities
* It makes the client happy

**Podcast 10: The Ultimate Sales Machine**

1. What are successful sales people frequently referred to as?
* Geniuses
* Gods
* Machines
* Great men
1. Which of the following is a way that labs use to increase their testing volumes and to compete effectively?
* Training development plans
* Increasing the number of employees
* Copying other lab’s strategies
* Expanding their facility
1. What strategies and skills can be used in becoming the ultimate sales machine?
* Establishing rapport
* Being ordinary
* Finding out the need
* Expanding the facility
1. Which of the following are ways of becoming a resource to the client?
* Providing information about valuable tests and profiles
* Handing out sheets with maps
* Being resourceful at solving problems
* Giving them free services
1. Which of the following are not a host of questions designed to reveal important data in the needed development process?
* Situation
* Confirmation
* Attitude
* Commitment
* Solution
* Environment

**Podcast 11: Selling a Lab Service**

1. Who selects the lab services?
* People
* Clients
* Sales manager
* Employees
1. What are some of the ways used by sales representatives in differentiating labs?
* Excellent training
* Field practice
* Periodic management coaching
* Services offered
1. How does effective coaching make a difference to the laboratory?
* It helps you understand that a lab is not a commodity
* It explains that sales are not dependent on prices alone
* Helps one understand that checking in is not considered a true sales call
* It helps you increase your profits
1. How is keeping clients updated on a regular basis a strategy and a tactic?
* Presenting yourself as an information specialist builds trust with the client.
* It develops an important element of rapport with numerous people
* It helps keep the customer under your control
1. Which of the following does not include the basic differences of the lab?
* The lab itself
* The logistics
* I.T
* Billing
* Building section

**Podcast 12: Selling a Commodity**

1. What are some of the factors used by physician officers to choose from multiple lab services?
* Accepted insurances
* Reputation
* Specialty testing
* Political alliances
* The type of building
1. Which of the following is a reason as to why healthcare professionals may choose a certain lab for services?
* What the lab can do for the doctor’s patients
* The size of the lab
* The personnel managing the lab
* The age of the patient
1. What are the factors that separates labs from one another?
* Billing standards
* The report format
* Field rep expertise
* The number of employees
* Cleanliness
1. Which of the following show how methodology choices among labs make a difference?
* A lab using more advanced testing technology distinguishes it from those using outdated technology
* Some doctors or patients prefer to have their tests done in different ways hence they choose a lab that fits their desires
* The location of the lab
* The size of the lab
1. Which of the following is a reason behind a client’s exit from a specific lab?
* Delays in results delivery
* The age of the lab specialist
* The race of the lab officer
* Hatred

**Podcast 13: Optimizing Sales Performance part 1**

1. Which of the following is a key responsibility of a manager?
* To maximize the productivity of the team
* To fire or hire
* To increase salaries
* To give employees a day off
1. What are the consequences of not having employees living up to their potential?
* Employee turnover
* Not meeting budget
* Low morale
* Loss of money
1. Which of the following is not an aspect to coaching?
* Field coaching
* Developmental sales coaching
* Office coaching
1. Which of the following does not describe developmental sales coaching?
* Discipline
* Principle
* Philosophy
* Methodology
* Commitment
1. What is the importance of developmental sales coaching?
* It helps sales people learn how to analyze their own performance and take responsibility for their development
* It focuses on a single concern at a time
* It increases sales
* It separates evaluation from development

**Podcast 14: Optimizing Sales Performance Part 2**

1. Which of the following is not a managerial task performed by managers?
* Revealing call reports
* Training new employees
* Writing monthly reports
* Attending internal meetings
1. What are the three primary areas of field coaching?
* Coaching relationship development
* Coaching principles
* Coaching strategy
* Coaching tactics
1. How can one form business relationships?
* Sharing common interests with clients
* Accessing client’s personal information
* Calling clients just to know how they are doing
* Being too friendly
1. What are some of the questions a manager can form that improves the demacating strategy?
* Who plays what role in the account?
* How the office orders tests
* What is the degree of influence?
* What information is missing?
* Where does the client come from?
1. Which of the following is not a major area in the tactical aspect of a sales call?
* The investigation stage
* Demonstrating capabilities stage
* The training stage
* The commitment stage

**Podcast 15: Client Relationship Management**

1. Which one of the following is not a basic lab alternative job description when adding field personnel?
* Hire one person to serve prospective customers and serve existing accounts
* Hire two individuals one for each job
* Hire three individual to share all the tasks equally
1. Which of the following is not a step undertaken when shaping a relationship?
* People who do not know your name
* People who know your name
* People who are friendly with you
* People who hate you
* People who like you
* People who respects you
* People who value a relationship with you
1. What are the ways to access the first two levels of relationship building?
* Through knowledge
* Through integrity
* Through actions
* Through power
1. What are the key points made about a relationship staircase?
* The relationship can be broken easily over a number of mistakes by the management
* Movement up the stairs does not always make a sequential pattern
* The client must reach the top of the staircase
* The relationship intensifies after a sale is made
1. How does the labs and field serviced people avoid breaking an established customer relationship?
* By recognizing the necessity of managing their relationships with clients.
* By giving clients gifts
* By offering free services to customers
* By employing more people

**Podcast 16: Decisions, Decisions**

1. How does a representative burst out of the negative comments area?
* By looking at the science behind the negative reaction between the rep and the customer which is psychological
* By ignoring the client
* By being rude
* By arguing with the customer
1. What are the three primary reasons why the manager would decide to get involved in a negative interaction between the rep and the customer?
* The office has a lab and things are moving smoothly
* The labs are all the same
* The manager has higher priorities
* The hospital is big
1. What are the principal conditions that would cause an office manager to agree to a brief meeting with a lab rep?
* There has been some massive errors
* The office manager acts in a professional manner and understands he/she should be kept updated in case of anything
* The sales person has announced a legitimate business reasons why the office manager should see the representative
* The office manager feels threatened.
1. What are the three types of thinking that influence the decision making process?
* Creative thinking
* Awareness thinking
* Evaluation of options thinking
* Convergent thinking
1. Which of the following are the two aspects of decision making?
* The clients buy for their own reasons not for the sellers reasons
* People possess a natural order of decision making
* People make rush decisions all the time.

**Podcast 17: Personalize Your Selling Strategy**

1. What are some of the details included in a customer’s report?
* The office manager’s name
* The connectivity information
* The insurances they accept
* The client’s race
1. What is the importance of the lab rep’s knowledge on client’s information inside and out?
* To helps the salesperson as he walks the client through pipeline
* To use the information illegally
* To share this information to the public
* To use it against the client
1. Why should the salesperson find out so much personal stuff about a client?
* It establishes the rep as an effective listener
* It makes the client like the lab rep more
* It creates a strong customer-relationship
* To use the information against the client
1. Which of the following are ways successful sales representatives use to progress higher?
* By offering free services to customers
* By performing unselfish acts referring to the gathered personal data
* By increasing the number of employees
* Raising employee’s salaries
1. Which of the following is not one of the questions a lab rep asks a customer?
* Important dates such as birthdays or anniversaries
* Their races
* Special interests
* Important goals
* Major events

**Podcast 18: Creating More Revenue**

1. What are the two different avenues to travel in order for clinical labs to gain more business from existing customers?
* Cross selling
* Up selling
* Down selling
* Over selling
1. When does cross selling occur?
* When a company offers numerous services and they attempt to get the consumer to use additional ones
* When a company offers less services than required
* When a client demands so
* When a company needs to expand their services
1. Is it true that it costs about 6 times more to acquire a new customer than retain an old one?
* Yes
* No
1. What is the advantage of cross selling?
* It helps gather customer’s information
* It create opportunities to realize organic growth and rapport advancement
* It helps meet customer’s demands
* It increases the profits
1. How does up selling increase lab income?
* By improving services
* By educating the provider on tests, methodology and clinical guidelines that generate new or more appropriate testing.
* By keeping the client updated on new services

**Podcast 19: Developing a Strategy**

1. Which of the following are characteristics of a strategy?
* Should be concrete
* Should be easy
* Should be practical
* Should be unique
1. Which of the following shows the importance of creating a competitive strategy?
* To copy what the competitors are doing
* To perform activities or services differently than the competition.
* To increase sales
* To increase the confidence of employees
1. Which of the following is not a component of a general business strategy?
* The structure
* The objective
* The scope
* The advantage
1. What are ways that the lab can use to prioritize profits?
* Implementing cost cutting measures
* Evaluating the number of employees and investigate productivity
* Increasing salaries of employees
* Adding more sales staff
1. Which of the following is an importance of scope to the lab?
* It enables the lab to gather client’s information
* Permits a lab to focus on doing what it does best
* It increases profits
* Helps identify competent and incompetent employees

**Podcast 20: Hiring a Lab Sales Rep**

1. Which of the following is a consequence of employing the wrong lab employee?
* Profits increase
* Attracts more clients
* Recasting of the lab’s reputation and prominence
* Increased sales
1. What is the importance of gathering background information of an individual before hiring them?
* Helps the management to know whether the individual was fired or laid off from a past job and the reason behind that.
* Helps to know whether the individual is looking for an opportunity to expand his horizon
* Helps to know if the individual had performance issues in the past
* It helps the management to understand the political ties and race of the individual.
1. Which of the following does not make a good salesperson?
* Empathy
* Ego drive
* Interest in medicine
* Proper training
1. Is it true that a sales rep finds disappointment more than he achieves positive accomplishments?
* Yes
* No
1. What are the characteristics of a good lab rep?
* Creativeness
* Multi-tasking
* Steadiness
* pride

**Podcast 21: Improving Sales Performance**

1. Which of the following is a way of living a healthy life?
* Taking alcohol
* Eating the right foods and exercising
* Sleeping
* Resting
1. What could be the main cause of failure in sales performance?
* If it relies on simple transfer of knowledge
* Training the lab reps
* Employing many individuals
* Raising employee’s salaries
1. Which of the following is not a fundamental truism about change?
* Adults learn in context
* People do not change easily
* Majority of individuals are comfortable being average
* To progress means practice
* It doesn't occur immediately
1. Is hope a strategy?
* Yes
* No
1. How is hiring an outside expert helpful?
* Provides valuable feedback and potential improvement
* The employees can rest more
* It encourages employees to work harder
* Increases overhead costs

**Podcast 22: Instituting Higher Standards**

1. The following are the various departments in a clinic. Which one is not?

* Dean’s place
* Client services and billing
* Sales and courier
* Technical professional staff

2. Why is training of lab employees critical?

* To increase their professional development
* To raise their overhead costs
* To help them qualify for their future jobs
* To increase their testing and revenues

3. The following shows the essence of formal employee training session in a lab. Which one is not?

* It demonstrates the lab’s commitment to each employee
* It helps establish the lab’s culture
* It helps motivate the employees
* It embeds correct standards and procedures as with training, everyone sings in harmony to the same tune.

4. The following are the expectations for a sales representative who has undergone proper sales training. Which one is not?

* Knowledge on how to deal with various illnesses
* Knowledge on how to respond to common objections and how and when to suggest a commitment
* The four basic stages of a sales call and the follow up procedures after a call
* The components of a good sales strategy and how to build effective relationships

5. What is the required minimum number of times per year to carry out sales training for established reps?

* Once a year
* Twice a year
* A hundred times a year
* Twenty times a year

**Podcast 23: A Retake on C Difficile Testing**

1. Which of the following is a way of increasing credibility?
* Talking the talk with the client
* Recruiting more employees
* Raising pays for employees
* Firing some employees
1. What activates the C Diff in the colon?
* Eating healthy food
* Exercising regularly
* Taking antibiotics
* Sleeping more
1. Is it true that C Diff can transform itself into an infectious class?
* Yes
* No
1. What are the two requirements of making a C Diff infection diagnosis?
* A stool clinical assessment
* Laboratory support
* A microscope
* Experienced doctor
1. What are the effects of over-relying on molecular testing for C Diff?
* Results in over-diagnosis
* Overtreatment
* Provides a cure
* Increased healthcare costs

**Podcast 24: Social Norms**

1. Which of the following influences people’s behavior?
* Their geographical location
* The desire to conform to the actions and manners of the people around them.
* Their race
* Their political upbringing

2. Which of the following methods is applied by companies to get feedback on their products from their customers?

* Sending customer questionnaires
* Using smoke signal
* Using public participation
* None of the above

3. The following are the various aspects of a company’s feedback expectations from their clients on their products. Which one is not?

* Political standing
* Courier reporting effectiveness
* Turnaround time
* Quality client service billing

4. Which among the following are the main components of being a successful sales person?

* Self-motivation and discipline
* Credibility and a sense of momentum
* Smart and hardwork
* None of the above

5. The following are ways in which companies motivate customers to buy their product. Which one is not?

* Using percentages if they’re good numbers
* Using ads to show how everyone else is using the product
* Using client and city references to establish greater credibility
* Decampaigning competitor products to show superiority of your products.

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