

## You Are What They Think You Are

### Quiz

- Which of the following characteristics of a product will be motivators for people to buy the product?
  - It is locally grown
  - It is pasture raised
  - It is a tenderloin
  - a and b
  - all of the above
- to understand what motivates our target consumer to make purchases we can:
  - talk to them directly
  - interact through social media
  - observe behavior
  - all of the above
- Suggestive selling will
  - Require you to be dishonest with your customers
  - Trick consumers into buying products they may not want
  - Sell more of your products to each customer
  - Encourage kids to beg their parents for sugar-laden snacks
- To open a sale, you should:
  - Make eye contact with your customers
  - Greet your customers
  - Turn your back to the customer
  - Ask open ended questions
  - a, b, d
  - all of the above
- Farmers should never price compete with supermarkets. What is the most significant reason why farmers prices can and should be higher than a supermarket
  - Farmers should always have the lowest price
  - Farmer quality and uniqueness justifies a higher price
  - Supermarkets often use produce as a loss leader
  - Supermarkets are imitating farmers markets
- True or False: No matter what the product is, the marketing principles and strategies are the same.
  - True
  - False
- Transferring your knowledge of your product to consumers is important because:
  - It build your credibility
  - It helps consumers to see the benefits of your product
  - It answers questions that consumers have about your product
  - It motivates people to purchase your product
  - All of the above