# Test 1

1. The Umbrella brand of our company is called:

1. Lyconet
2. Your World
3. My World\*
4. Cashback World
5. Media World

2. The sale brand which incorporates the Merchant Marketer is called:

1. myWorld
2. e-Credit
3. Eyetime
4. Loyalty Program
5. Lyconet

3. How many Cashback Cards are included in the Premium Partner Program:

1. 50
2. 100
3. 150
4. 250
5. 10

4. The founder and owner Hubert Freidl comes from:

1. Australia
2. Germany
3. Austria
4. Switzerland
5. Iceland

5. Having purchased one of the Cashback World Partner Programs, on which platform is the business then listed:

1. in the Cashback APP
2. on all White Label Partner platforms
3. Google
4. YouTube
5. On all Cashback World platforms

6. The Cashback Cards are, by default, equipped with:

1. Barcode and QR code
2. Magnetic strips and NFC chip
3. Barcode and NFC chip
4. QR code and magnetic strips

7. What is a standard component of the Partner Program:

1. Newsletter
2. Shopping Point Deal Module
3. Customer Cards
4. Marketing Bonus
5. Online-Shop connection

8. The Cashback World offers the following two products:

1. Partner Program – Extended Partner Program
2. Premium Program- Prime Partner Program
3. Partner Program – Premium Partner Program
4. Basic Partner Program – Limited Partner Program

9. Within the Premium Partner Program I can register new customers using:

1. PDF form
2. Registration and starter package
3. Registration flyer
4. UTERM

# Test 2

1. Which businesses should I prioritize\*

1. Business people who I know personally\*
2. Businesses which are on the brink of failure
3. Businesses which offer products required on a daily basis\*
4. Businesses which offer products or services which I require myself on a regular basis\*
5. Global chains
6. Public limited companies with hundreds of branches

2. When discussing, the following modes of behavior are appropriate:

1. My own goal is to ensure the sale of the product irrespective of what the business person think of it
2. I give a presentation whether he has time or not
3. I show the business person that I know everything there is to know about my product and that he knows nothing
4. I speak to the business person at their level\*

3. I understand the concept of an ‘Elevator Pitch’ as being:

1. An elevator mechanic
2. A power point presentation given next to a lift
3. To convince people in a lift of a product
4. Two sentences which describe my company and my offer\*

4. The best way to explain the product is:

1. Via messenger
2. Over the phone
3. Via email
4. During a personal appointment\*
5. In writing

5. The following documents can be found in the sales folder\*

1. Door stickers\*
2. White label flyer\*
3. A4 poster
4. Software for merchandise management
5. Overview of products and services\*

6. These points are particularly important for a well-educated Merchant Marketer\*

1. No matter what the situation is like, the sale is the only thing that matters
2. Explaining the Balance program during the first appointment
3. Arousing the interest of the business person\*
4. Listening\*
5. Getting a recommendation from the supplier\*
6. Giving a good presentation\*

7. Why should you never explain or launch a sales pitch over the phone\*

1. There you can’t establish a personal relationship\*
2. Decisions, which are taken over the phone, should not be taken seriously\*
3. The sales person might be overburdened\*
4. The customer might be overwhelmed and might not fully understand\*

8. What should you be particularly aware of when preparing\*

1. You should use the same presentational materials with every supplier\*
2. I don’t need to prepare as I don’t know what’s going to come at me
3. Create a list of small talk topics\*
4. Do a technical check beforehand, to avoid “demonstration effect”\*

# Test 3

1. What is the aim of the sales pitch

1. To acquire the supplier as a friend
2. To acquire the supplier as a Marketer
3. The conclusion\*
4. To convince the supplier to sign the contract
5. To provide the supplier with as much information as possible
6. To practice the sales pitch

2. How does the customer benefit\*

1. Through Deals\*
2. Through shopping points\*
3. Through Cashback\*
4. Reduced monthly fee
5. Through competitions

3. This is advantageous to the supplier because\*

1. He or she can set higher prices and thus will earn more
2. They will be able to strengthen existing customer relations\*
3. His or her customers have no more questions to ask
4. She or he can market in a targeted fashion and she or he will not suffer any stray loses\*

4. One set of statistics demonstrates: customers possessing a customer loyalty card

1. Shop 15% more frequently
2. Shop 25% more frequently\*
3. Shop 30% more frequently
4. Do not shop more frequently

5. The three sources of turnover increase are

1. Activation, compensation, reconstruction
2. Activation, loyalty, intensification\*
3. Activation, reconstruction, intensification
4. Loyalty, incitement, intensification
5. Activation, loyalty, fanaticism

6. Which strengths should be built on concerning existing/prospective Loyalty Merchants in order to ensure economic success\*

1. Competent support\*
2. Friendly service\*
3. Aggressive pricing strategies
4. Personal contact with customers\*
5. Hefty cost reduction
6. Bigger shop floor

7. Select the correct statements\*

1. It costs substantially more to hold on to customers than to entice new ones
2. TV advertisement is more trustworthy than word-of-mouth advertisement
3. Satisfied customers recommend a business to 3 other people on average\*
4. Word-of-mouth advertising is more trustworthy than newspaper advertisements\*

8. What do we think of when we read the phrase ‘completion of the pitch’

1. A postponement of the decision until the next meeting
2. A clear “yes” or “no” is provided by the interlocutor\*
3. To get a “yes” out of the interlocutor at any cost

# Test 4

Put the steps of the Cashback procedure in the correct order

1. Present and scan the Cashback card 1
2. Data transfer and further processing 2
3. Calculation of the turnover for all Cashback World customers 3
4. Invoice settled 4
5. Customer receive shopping benefits 5

2. Put the steps of the Cashback Card acquisition procedure for new Loyalty Merchants in the correct order

1. Presentation of offer answer questions, completion of contract 1
2. Confirmation of contract receipt, Welcome Call received from the subsidiary office 2
3. Confirmation that payment has been received 3
4. Information regarding delivery of advertising material 4
5. Creation of testimonials and photos with support from Merchant Marketers 5
6. Organization of opening event with support from Merchant Marketer 6

3. Match each step of the Boomerang Technique with one of the corresponding phrases

1. Words conveying personal recognition – that’s an important aspect
2. Boomerang – I’ll come back to that
3. Another question or alternative question – May I expand on that at the end of my presentation

4. Which platform will myWorld use for the purpose of posting testimonials provided by suppliers\*

1. MySpace
2. Facebook
3. Google+
4. Snapchat
5. myWorld.tv\*
6. Instagram