Name: Student ID Class Hour

What are two types of buying motives customers have and their definition

What are four reasons or types of motives for each?

**What is the two goals of Personal Selling:**

Based on the Chart above, list which of the following are considered rational motives, and which are emotional motives. Enter rational or emotional in the blank space.

\_\_\_\_\_ \_\_\_\_\_\_ You buy a new APP for $10 because everyone is playing it.

\_\_\_\_\_\_\_\_\_\_ \_ A high school student buys a ticket to a hockey game

\_\_\_\_\_ \_\_\_\_\_\_ A business owners needs an office desk and buys one for work.

\_\_\_\_\_ \_\_\_\_\_\_ A person buys health insurance.

\_\_\_\_\_ \_\_\_\_\_\_ A person joins an exclusive country club

\_\_\_\_\_ \_\_\_\_\_\_ Tom and John can’t afford rent in Minot, they decide to move in  
 together to share the rent.

You buy a 60 inch television versus the 40 inch.

**Explain what type of products require the assistance of a salesperson?**

**What are the four types of Personal Selling situations?**

**Describe a recent scenario where you had to get assistance from a Sales person. What type of buying motive did you use, and what type of decision making was involved. Explain:**

**What personal selling methods was used of the 4 methods:**

**Directions**: Below are several scenarios regarding decision making. On the blank line before each, enter the decision making type, extensive, limited, or routine, that customers are engaged in.

The Howard family needs to purchase furniture for their new home. They have purchased furniture in the past, but meet with a salesperson to learn about new furniture that meets the latest trends and styles.

You are purchasing your first home ever. You meet with a realtor for options of homes that will meet your wants and needs. You depend on her to guide you.

You have purchased organic food items on a weekly basis. You go to the store and select the best products without assistance.

You need a new cell phone. You purchase one every two years, but you meet with a salesperson to discuss the newest models with the newest features.