

Name _____ Participant Number _____ State Number _____

National FFA Agricultural Sales Career Development Event

Ag Sales Examination 2017

Short Answer Essay Questions. Use product and sales technique knowledge to answer the following questions

1. During a sales call conversation the customer says, " I don't see a need for this product on my farm." What listing technique would you use to organize your response and what open-ended question would you use to respond? (8 pts.)

2. Provide two open-ended questions and two close-ended question that could be asked of a potential customer. (8 pts.)

3. What specific components, that is list the seven steps, involved in a sales call?
(8 pts.)

Multiple Choice Questions: Select the **best** answer from the alternatives provided for each question.

4. Customer Classification Systems are used for which of the following purposes? (ABS 05.02.01c, ABS 01.01.01c, ABS 04.02.02c) (3 pts.)

- a. A means of identifying “bad” customers.
- b. A means of qualifying customers.***
- c. A means of assessing a customer’s personality.
- d. A means of controlling the buying process.

5. When confronted by a dominating customer, it is a good sales technique to do which of the following? (ABS 05.02.02b) (4 pts.)

- a. Let the customer do all of the talking.
- b. Present your information quickly.
- c. Make them feel important by nodding in agreement.
- d. All of the above.***

6. What is the most frequent mistake made by new sales people? (ABS 01.01.01c; ABS 04.02.01b) (3 pts.)

- a. Pushing too hard to get the sale.
- b. Using a negative close on a customer.
- c. Ignoring a customer’s needs or questions.
- d. Failure to close the sale. ***

7. A “cold call” is... (ABS 05.02.02c; ABS 05.02.01b) (3 pts.)

- a. A visit with a potential new customer.
- b. A telephone call establishing an interest in your company and/or product.
- c. A conversation at a local trade show with a non-customer you just met..
- d. All of the above***

8. “Shall I start your order with the product you just mentioned?” This is an example of what sales technique? (ABS 05.02.01c; ABS 05.02.01b) (4 pts.)

- a. An open-ended statement
- b. A trial close***
- c. A response to a customer’s objection
- d. A means of keeping the customer engaged in the presentation.

9. The “margin” in a product’s price is best described below as... (ABS 01.01.01b) (3 pts.)

- a. Cost of product + tax
- b. Cost of product + fixed percentage***
- c. Cost of product + cost of sales
- d. Cost of product + discount

10. If using active listening skills correctly, the salesperson will direct the flow of the sales call? (CRP 04.03.02c, CRP 04.03.01b) (4 pts.)

- a. True
- b. False***

11. Dan is the top sales person for a large farm equipment company. During a recent visit to his dad’s farming operation, an Illinois corn and soy bean farm, his father was unhappy with the depressed prices for corn. Dan jokingly suggested that maybe they should not sell the corn but use it for ethanol production. This suggestion is an example of what agribusiness approach? (ABS 04.02.02b; ABS 04.02.01c) (3 pts.)

- a. Why Dan is in sales and not farming.
- b. Developing a different value added product for the farm***
- c. A means of getting his father to change the subject.
- d. An impractical suggestion.

12. Marlene recently used her sales bonus to purchase an iPad to use with her company-provided laptop computer. She felt this was a good personal investment to use on the job. How would this purchase be helpful to her? (ABS 05.02.01b; ABS 05.02.02b; ABS 01.01.01b) (3 pts.)

- a. She could use it to converse with friends and share photos.
- b. It would be a good device to build rapport with her customers.
- c. It would improve her sales presentations***
- d. It would be a good way of completing her sales expense report.

13. Matt is planning next year's sales budget. He would like to hire another sales person; however, he knows that to get his manager's approval he needs to build a good case for the new hire. He needs to justify that the new person will be... (ABS 01.01.01c; ABS 01.01.01b; ABS 04.02.02c) (4 pts.)

- a. a great help
- b. a return on equity
- c. a return on investment***
- d. will increase work load

14. Melinda was on her way home after a long but productive day. She was looking forward to a great evening with friends. Her telephone rings, it is her boss. One of her customers needs some new product for his business this evening. Melinda always ends her sales calls with, "...you won't be disappointed with our service. We deliver." What action should she take? (ABS 05.02.02b; ABS 05.03.02c) (4 pts.)

- a. Make the delivery. Friends will wait. Keep your word. ***
- b. Call one of her colleagues whom she has helped in the past to make the delivery.
- c. Call client and tell him that she will be at his business first thing in the morning.
- d. Make the delivery and point out that she is going out of her way for him.

15. Effective sales calls have the following attributes: (ABS 05.02.01c; ABS 05.03.02c) (4 pts.)

- a. effective, dynamic and focused
- b. dynamic, focused and price-oriented
- c. short, dramatic and attention-getting
- d. short, focused and needs-based***

16. A market plan is important to sales. How? (ABS 04.02.02c; ABS 05.01.02b) (3 pts.)

- a. It is determined by product's market.
- b. It is determined by a response to supply and demand.
- c. It demonstrates where resources should be allocated to support sales. ***
- d. It demonstrates where the sales staff has not concentrated their efforts.

17. Derrick was having a constructive sales meeting with one of his favorite, long-time customers when the customer's son came into the meeting. The son took the opportunity to complain about the last product's delivery and condition. This is just another example of... (ABS 05.02.02b; ABS 04.02.01c) (4 pts.)

- a. The trials and tribulations of sales people
- b. An opportunity to handle an objection with someone close to the products use. ***
- c. The end of the sales meeting and a need to set up the next appointment.
- d. Another opportunity to cover the features and benefits of the product.

18. Which of the following is **NOT** a reason listening is so difficult for a salesperson? (CRP 04.03.01b, CRP 04.03.02b) (4 pts.)

- a. They are bored.
- b. They are nervous and are preparing the next thing they want to say.
- c. They are listening for a fact to ask a question about. ***
- d. They feel they already know what the customer is telling them.

19. An elevator pitch is... (ABS 05.03.02c) (3 pts.)

- a. a sales approach that builds to top benefits during presentation.
- b. a sales approach designed for chance encounters in an elevator.
- c. a direct, "in your face" presentation.
- d. a short, concise, focused sales presentation. ***

20. Which list contains a few of the different types of closes? (ABS 05.02.02c; ABS 05.02.01b) (3 pts.)

- a. Direct close, Summary Close, Door Close, Quick Close
- b. Direct close, Assume close, Choice close, Special Feature close***
- c. Summary close, Assume close, Choice close, Quick close
- d. Handshake Close, Door Close, Choice Close, Summary Close

21. Millicent has joined the accounting department. Her first assignment is to calculate the cost of goods sold last year. (ABS 01.01.01b; ABS 04.02.01b) (3 pts.)

- a. Cost of raw material + cost of production + added margin
- b. Cost of raw material + cost of production + cost of sales and administration
- c. Cost of raw material + cost of production + cost of sales/admin + cost of returns***
- d. Cost of raw material + cost of production

22. If a sales person receive a 1% commission for all goods sold over \$100,000, Ralph's commission for March for selling \$150,000 of goods will be... (ABS 01.01.01c; ABS 05.02.01b) (4 pts.)

- a. (\$150,000 - \$100,000) times 0.01***
- b. (\$150,000 - \$100,000) times 10%
- c. (\$50,000) times 10%
- d. (\$50,000) times 0.1

23. This pricing strategy is based on what the average target customer will pay regardless of the cost of production. (ABS 01.01.01c; ABS 05.01.01b) (4 pts.)

- a. Value-based pricing***
- b. ROI pricing
- c. Going-rate pricing
- d. Mark-up pricing

24. One sales technique involves concluding a sales call with the suggestion that the offer is available for a limited time only. (ABS 05.03.02c) (3 pts.)

- a. This creates ambiguity with buyer and allows you to intervene.
- b. This provides leverage to buyer.
- c. This creates a sense of urgency for the buyer.***
- d. All of the above.

25. Which factor is **NOT** a buying behavior represented by a self-esteem need? (ABS 05.02.01c) (3 pts.)

- a. buying chemicals to have clean fields in crop production
- b. Buying land to keep up with the neighbors ***
- c. Buying feed to have the highest rate of gain in livestock production
- d. Buying a product to have a high Grade of Fruit