

MULTIPLE CHOICE

Skip the first three (3) answers on your scan sheet to begin bubbling in your answer.

4. Which of the following is the most effective way to find customers for a new product?
ABS 05.02.02.c
 - A. Trade shows
 - B. Customer referrals
 - C. Current customer base
 - D. Internet surveys
 - E. None of the above

5. What ultimately determines if you will accept a return of product from an unsatisfied customer? ABS 05.02.01.c
 - A. Company Policy
 - B. Personal judgement
 - C. How long ago the product was purchased
 - D. Who was at fault
 - E. None of the above

6. Your customer books 200 tons of feed for \$300 per ton for delivery November through December. There is a 5% discount for pre-booking feed. What does the discount cost your company? ABS .01.01.01.b
 - A. \$57,000
 - B. \$5,000
 - C. \$3,000
 - D. There is no cost to the company
 - E. None of the above

7. You sell liquid fertilizers and herbicides. Which of the following would be considered complimentary products? ABS 04.02.02.c
 - A. Zero turn mowers
 - B. Granular bulk tanks
 - C. Safety Data Sheet Training
 - D. Insurance
 - E. None of the above

8. The US Department of Agriculture predicts an increase in winter wheat acreage planted. What do you predict this will do to the availability and cost of seed for wheat planting?
ABS 01.01.01.b
- A. Increase in demand and drop in price for seed wheat
 - B. Increase in demand and increase in price for seed wheat
 - C. Decrease in demand and drop in price for seed wheat
 - D. Decrease in demand and increase in price for seed wheat
 - E. None of the above
9. The farm price of milk has dropped 12%. What is the effect on input purchases for dairy farmers? ABS 01.01.01.b
- A. They will purchase less feed
 - B. They will purchase a higher value feed that costs significantly more
 - C. They will reevaluate their feed input costs to maximize value and attempt to lower input costs
 - D. They will maximize production no matter the cost of inputs
 - E. None of the above
10. You sell a broad-spectrum herbicide. Your largest customer, a major turf grass producer, is going out of business. How do you find new uses/customers for your product? ABS 05.03.01.b, ABS 05.03.02.b, ABS 04.02.02.b
- A. Have a meeting with the local garden club to discuss possible uses for your herbicide
 - B. Contact the herbicide manufacturer for additional product uses
 - C. Assess current customers for how they utilize the product
 - D. Expand the use of the product with current customers beyond turf grass
 - E. All of the above
11. How do you continue to gather and utilize information from existing customers to evaluate improvements in production and operation and assist customers with improvements?
ABS 04.02.01.b, ABS 04.02.01.c
- A. Interact with customers frequently to maintain rapport, identify uses of your product, evaluate, and inform customers of best practices
 - B. Do a review with each customer in conjunction with your periodic performance review by your supervisor and ask your supervisor to identify the best practice
 - C. Use company provided product information to develop one procedure for all customers thus simplifying your job
 - D. Utilize local finance resources to determine what your customers should utilize
 - E. None of the above

12. You sell two similar herbicides from two different companies. Herbicide A is your highest profit margin product, but costs 20% more than Herbicide B. How do you differentiate Product A to increase profit while still maintaining market for that product due to higher cost for your customer? ABS 05.01.02.b, ABS 05.02.01.b
- A. Stop selling Herbicide B
 - B. Listen to your customer and apply the features and benefits of Herbicide A to show the added value of the product
 - C. Listen to your customer and apply the features and benefits of Herbicide B to show the added value of the product
 - D. Stop selling Herbicide A
 - E. None of the above.
13. You have been given a new fungicide product to sell that is your only granular application product. Your current customer objections will include lack of product knowledge and having proper application equipment. What do you say to your customers to identify their objections? ABS 05.02.01.c, ABS 05.02.02.b
- A. Tell your customer that they need to switch
 - B. Explain you are discontinuing your old fungicides
 - C. Wait and see if your customers have interest in the new fungicides
 - D. Ask your customer what they need in a fungicide to see if the new fungicide might fit their need.
 - E. None of the above
14. Which product below has 3 active ingredients?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
15. Which product below controls Brown Patch and Snow Mold?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
16. Which product below is recommended for controlling crabgrass in cool season perennial ryegrass?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra

17. Which product below controls 55 broad leaf weeds and needs a minimum of 10 gallons of water per acre?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
18. Which product below controls Pythium Blight?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
19. Customer Jones seems to becoming more distant and uncomfortable in their interaction with you. How do you reestablish the rapport with them? ABS 05.02.02.a
- A. Attempt to spend face to face time to listen to his concerns
 - B. Realize he is no longer going to be a customer
 - C. Challenge him on his views
 - D. Ignore the situation as he has been a long-term customer
 - E. None of the above
20. Pick the best introductory statement to make to a new customer. ABS 05.02.02.b
- A. Hello my name is _____ and I am going to sell you our Bayer products today.
 - B. Hello my name is _____ and how is your day going?
 - C. Hi, I see you are interested in Bayer Chemicals. Let me tell you what we have.
 - D. I see you want to use our products.
 - E. None of the above
21. Joe, since you said you are struggling with Pythium Blight on your golf course and you want something that can tank mix with Daconil Ultrex, you should apply 4 oz rate of Chipco Signature in the tank mix. Can we get that ordered for you? This is an example of what type of close?
- A. Summary Close
 - B. Direct Close
 - C. Trail Close
 - D. Choice Close
 - E. None of the Above

22. Which is the most important aspect of being in direct sales? ABS 05.02.01.b
- A. Maintain good customer relationships
 - B. Have quality products
 - C. Be able to sell products
 - D. All of the above
 - E. None of the above
23. You should have knowledge of your product and be a source of information for your customers. The customer asks you a question and you are not sure of your answer. What should you do? ABS 05.02.01.c
- A. Move through the sales process and obtain information later
 - B. Tell the customer it's not relevant
 - C. Find the information for the customer later
 - D. Discuss the question with the customer and determine the time frame for providing the answer
 - E. None of the above
24. Amid a conversation with a customer about their problems with finding help, Mac just summarized what he was told from the customer and repeated it back to him. This is an example of: ABS 5.02.02.b
- A. A close
 - B. A feature
 - C. A benefit
 - D. An active listening skill
 - E. Rapport building
25. Specticle Flo offers extended residual control. This is an example of: ABS 05.02.01.b, CRP02.02.01.b
- A. A close
 - B. A feature
 - C. A benefit
 - D. Prospecting
 - E. Building rapport