



AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

Written Exam

Write your answer below.

1. List 4 active listening techniques and give an example of how you would use the technique with a customer. (8 pts.)

[Answer this question in the Google Form](#)

2. What are 5 practices that you can use to build rapport with a customer? (10 pts.)

[Answer this question in the Google Form](#)

3. Define a close and a trial close, then explain in what situation you would use each one. (4 pts.)

[Answer this question in the Google Form](#)

Multiple Choice

Pick the best answer.

1. Jane is talking to the first person she saw when she arrived for a prospective sales call. What should she do first?
 - A. Introduce herself
 - B. Determine if the manager/owner is onsite
 - C. Describe the products
 - D. Assess customer potential
 - E. None of the above

2. You were transferred to a new sales territory and are meeting the outgoing sales representative. What information should you obtain from them?
 - A. The company's product list
 - B. The local housing situation
 - C. Information and relevant purchasing history of existing customers
 - D. The local weather patterns
 - E. None of the above



Please use the following information to answer questions 6-8

- A. After someone has made several comments, reviewing those thoughts with them in a condensed way to insure you understand their meaning.
 - B. When you modify a person's statement and repeat it back to clarify information
 - C. When you listen attentively to what people say
 - D. When you use word such as ok, I see, alright, etc. as a person is talking
3. What term best describes the use of paraphrasing?
4. What term best describes the use of minimal encouragers?
5. What term best describes summarization?
6. When dealing with an irate customer/person who is venting, you should?
- A. Tell them to stop
 - B. Walk away
 - C. Interrupt them
 - D. Listen
 - E. None of the above
7. Who has the appropriate authority to determine the price of a product?
- A. Owner/Manager
 - B. Salesperson
 - C. Customer Service
 - D. Accounting
 - E. None of the above
8. Which of the following products is an external parasiticide?
- A. Ultra Boss
 - B. SAFE-GUARD® Aquasol
 - C. SAFE-GUARD®En-Pro-Protein Block
 - D. SAFE-GUARD® Drench 10%
 - E. None of the above

9. You are a local animal feed and health retailer. There has been an increase in local hobby producers of goats and chickens. Based on this information you should:

- A. Eliminate Safeguard En-Pro-Protein Block
- B. Increase allocated shelf space for SAFE-GUARD® Aquasol
- C. Increase allocated shelf space for Equi-bites
- D. Decrease price of Ultra Boss Insecticide
- E. None of the above

10. When making a cold call it is important for a salesperson to

- A. Research key information
- B. Introduce yourself
- C. Make a pre-call plan
- D. All of the above
- E. None of the above

Use the following information to match products to product information for questions 14 – 16:

- A. SAFE-GUARD® Drench 1 gallon 10%
- B. Ultra Boss
- C. SAFE-GUARD® Aquasol
- D. SAFE-GUARD® Equi-bites
- E. Safeguard En-Pro-Protein Block

11. Best dewormer for broilers, pullets, and laying hens

12. Feed and deworm in a single step with a palatable alfalfa based pellet

13. Pour-on control of flies and lice

14. 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...

- A. a great help
- B. a return on equity
- C. a return on investment
- D. will increase work load
- E. none of the above

15. Communicating how a product or service offers a solution to your customer is an example of:

- A. needs/wants
- B. building rapport
- C. a benefit
- D. a closing statement
- E. none of the above

16. Would you like 1 gallon or 10 liters of SAFE-GUARD® Drench? This is an example of what type of close?

- A. summary close
- B. direct close
- C. trial close
- D. choice close
- E. none of the above

Match each of the following terms with questions 20 – 23. Only use each answer one time. Use the most appropriate answer.

- A. Rapport building
- B. Trial close
- C. Close – ended question
- D. Open ended question

17. Does that fit your needs?

18. How long have you been in operation?

19. Tell me about the products you currently use.

20. Have you ever used a dewormer before?

21. Rapport is important because it ...

- A. builds long-term relationships, aids customer retention
- B. builds short-term relationships, makes selling fun
- C. builds friendship but not a sale
- D. helps keep customers at a distance
- E. none of the above

22. The producer has 43,000 pounds of cattle and goats to deworm. What is the most economical purchase of SAFE-GUARD® Drench?

- A. 125 ml
- B. 1 liter
- C. 10 liter
- D. 1 gallon
- E. none of the above

23. What would be an example of how Merck Animal Health adds value to the retailer?

- A. free applicators
- B. detailed product materials
- C. toll free and email contact information
- D. educational webinars available on website
- E. all of the above

24. What is the definition of SWOT in business?

- A. Strength, weakness, opportunity, and threats
- B. Strategies, weakness, opportunity, and threats
- C. Strength, weakness, objections, and threats
- D. Sales, weaknesses, objections, and threats
- E. None of the above

25. How much fenbendazole do you administer per unit of body weight for cattle, goats and horse?

- A. 2.3 mg/pound (5 mg/kg)
- B. 2.45 mg/pound (5.4 mg/kg)
- C. 2.2 mg/pound (4/85mg/kg)
- D. 5 mg/ pound (11mg/kg)
- E. 2.7 mg/pound (6 mg/kg)