

## FFA Ag Sales Contest SAMPLE Exam Questions:

1. A trial close is used to determine if a customer is ready to move forward in the sales process.
  - a. True
  - b. False
2. An experienced sales person listens to a customer's objections/questions and knows that they are...
  - a. A potential deal breaker
  - b. Potential indications of a customer's interest/concern.
  - c. Issues which must be aggressively countered.
  - d. All of the above.
3. When you are approached by a sales person at your local tractor dealer, she always begins by asking questions about why you came in even though she may know you well. The purpose of this activity is \_\_\_\_\_.
  - a. Qualifying needs.
  - b. Prospecting for new leads.
  - c. Easy and casual opening for sales pitch.
  - d. Checking out your net worth.
4. When training a new sales person, it is very important for them to master which of the following?
  - a. Memorize all SKU's.
  - b. Memorize at least two "fall back" pitches.
  - c. Understand the basic economics of products, e.g. costs, etc.
  - d. All of the above.
5. Costco (trademark) discount stores have a simple pricing system. They price all products as follows: "cost + 15% = price."
  - a. This is their competitive advantage.
  - b. This is their comparative advantage.
  - c. This sets their product margin.
  - d. None of the above.
6. Bertina always spends time in the evening reviewing tomorrow's "sales day" and she supplements this activity with internet inquiries about her customers. What is she doing?
  - a. She is nosey.
  - b. She is checking addresses.
  - c. She is evaluating her customers and finding new information.
  - d. She wants to make sure they are still in business.
7. You are selling 50 pound bags of beef feed. The feed retails for \$14.50/bag. The company margin is \$2.00 per bag. You, as a salesperson, offer a large but difficult customer a discount and sell the product for \$12.00 per bag only to discover at the end of the week that your sales manager is not happy. Why?
  - a. He made the sale, but lost money for the company.
  - b. He made the sale, but gained a difficult customer.
  - c. He made the sale and gained a commission.
  - d. He made the sale without the manager's help.
8. Leroy has explained to his sales manager that Mr. Smith is very elusive and avoids appointments. He has successfully evaded Leroy and several other sales people from the company. Mr. Smith would be a very big account. Recently, Leroy learned from one of his current customers that Mr. Smith is an avid collector of Ford Thunderbirds. So, Leroy looked up the names and meeting times of all of the "Thunderbird clubs" in town and began attending their meetings during the evening. Eventually, he encountered Mr. Smith and got an appointment. This is an elaborate example of which of the following sales techniques?

- a. Goal setting.
  - b. Sales strategy.
  - c. Wasting time.
  - d. Human interest.
9. Which of the following is the best advice about selling against your competitors?
- a. Focus on your product and ignore the competition.
  - b. Avoid questions about your product that give your competitor an advantage.
  - c. Never speak poorly about your competitors.
  - d. Include competitor prices in your product comparisons when it is to your advantage.
10. The \_\_\_\_\_ and \_\_\_\_\_ of your product would be ideal to use when addressing customer objections.
- a. Features, benefits.
  - b. Advantages, disadvantages.
  - c. Price, performance
  - d. Product comparisons, competitor prices.
11. Young sales people often have a hard time understanding that they should know as much about their customer's business as possible. One agribusiness sales person often checks commodity prices several times a day.
- a. He is watching his investments.
  - b. She wants to know impact of commodity supply and demand on customer's cost structure.
  - c. He wants to be able to anticipate commodity "price" moves.
  - d. She is just following a hobby.
12. In handling a customer's complaint, it is useful for a sales person to...
- a. Involve management in tough complaint issues.
  - b. Have good debating skills to rebut the complaint.
  - c. Restate the complaint.
  - d. Ignore the complaint the first time and continue selling.
13. An effective sales person understands...
- a. The sales process.
  - b. The buying process.
  - c. Psychology.
  - d. Buying and selling process.
14. Credit is...
- a. Only for banks to grant.
  - b. Never offered to a customer by a sales person.
  - c. Providing product to a customer who has verifiable history and arranging for payment at a specific date.
  - d. A way of providing product to a customer who cannot afford it.
15. As a sales person, what are some methods you can use to help maintain your relationship with your customers?
- a. Follow-up with customer.
  - b. Product summary.
  - c. Payment collection.
  - d. Establish features and benefits of your product.
16. Comparative advantage means...
- a. Your product is superior.
  - b. Your product is better than most products.
  - c. You can produce goods and services at a lower opportunity cost than your competitor.
  - d. All of the above.

17. Your local feed mill has had a problem and has shut down for an unknown time. The nearest feed mill is two hundred miles away. How do you think this will affect your feed cost?
- Increase cost of feed.
  - Decrease cost of feed.
  - No change to cost of feed.
  - None of the above.
  - All of the above.
18. A potential customer has contacted you and expressed an interest in Draxin due to an outbreak of BRD throughout the area. What should you consider prior to contacting the customer?
- Sufficient supply of Draxin available.
  - Positive number of affected animals.
  - Price increase due to increased demand.
  - How his current customers are being impacted by the outbreak.
  - All of the above.
19. Prospecting involves many activities, among them is evaluating a business for its potential as a customer. Which of the following is NOT important in the evaluation process?
- Reputation.
  - Longevity/history.
  - Profitability
  - Internet/website presence.
  - None of the above.
20. The most obvious mistake made by young sales people is...
- Pushing the customer to close the sale.
  - Using a forced negative close.
  - Combatting customer objections.
  - Failure to close the sale.
21. The best skill a sales person can possess or should develop is...
- Comfortable speaking skills.
  - Social skills.
  - Good listening skills.
  - Develop a quick mind.
22. Sales people are important to a corporate enterprise because...
- Someone has to take product orders.
  - No product ever sold itself.
  - Someone has to discover how the external economy is going.
  - Someone has to develop golf skills to represent the company.
23. A good product demonstration often involves...
- A professional sales approach.
  - A well-rehearsed presentation.
  - Showmanship.
  - All of the above.
24. Not all customers or potential customers play fair or by the rules of the game. Some customers are inclined to use or manipulate young sales people. Which of the following is an example of the "dirty" tricks customers can use?
- Free consulting request before a sale will be granted.
  - Asking questions during the sales demonstration.
  - Giving an objection during the sales call.
  - All of the above.
  - None of the above.

25. A cold sales call is always a challenge for a sales person; the task is not easier when it is done by telephone. When talking to the potential customer on the telephone, you should...
- Make a personal appointment as quickly as possible.
  - Know what you want to say and listen to responses to guide your presentation.**
  - Know what you want to say and don't allow yourself to be distracted (go "off-script") during the call.
  - Know your product and match it to the person's needs.
26. Sometimes you plan your sales approach with a new customer to efficiently use the time she has promised you; however, circumstances intervene and you discover that you have to make an "elevator pitch". This means... in the time it takes an elevator to go from first to fourth floor... what should you do with the time available?
- Talk as fast as possible to get your thoughts in.
  - Settle on who you are and why you are there.
  - Settle on who you are and what you can do for her company.**
  - All of the above.
27. A good salesperson should always be aware of events that may impact sale. For example, recently the cost of shipping corn was less expensive when shipped from South America to the Mid-Western United States than from the Southern states in the U.S. This is an example of...
- Excess supply.**
  - Excess demand.
28. "Shall I start to write the order?" is an example of...
- A sneaky approach.
  - A summary close.
  - An open-ended question.
  - A trial close.**
29. Harold Parr, a farm equipment sales representative, eagerly signs up to participate in the local agricultural association's golf tournament. This activity is viewed by his sales manager as...
- Self-improvement.
  - Prospecting.**
  - Cold call opportunity.
  - A waste of time.
30. "Buyer's remorse" is an example of what phenomenon?
- Sticker shock.
  - Presale apprehension
  - Denial of a loan.
  - Post-sale reaction**
31. The features-benefits sales presentation is...
- An exhaustive list of product components.
  - A matching list of positives and negatives of your product and competitors.
  - A tailored list matched to the customer's needs.**
  - A comprehensive list of components and customer needs.
32. If using active listening skills correctly, the salesperson will direct the flow of the sales call?
- True.
  - False.**