

Michigan FFA State Ag Sales Contest Written Test – 2022 A

Select the best answer from the alternatives provided for each question.

1. 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

2. What is the most frequent mistake made by new salespeople?
 - 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.

3. A Cold Call is...
 - 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

4. "Shall I start your order with the product you just mentioned?" This is an example of what sales technique?
 - 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.

5. If using active listening skills correctly, the salesperson will direct the flow of the sales call?
 - a. True
 - b. False

6. Matt is planning next year's sales budget. He would like to hire another salesperson; 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 workload

7. Effective sales calls have the following attributes

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

8. An elevator pitch is...

- 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.

9. Which list contains a few of the different types of closes?

- 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

10. Millicent has joined the accounting department. Her first assignment is to calculate the cost of goods sold last year. What does she calculate?

- 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

11. If a salesperson receives a 1% commission for all goods sold over \$100,000, Ralph's commission for the month of March for selling \$150,000 of goods will be...

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

12. This pricing strategy is based on what the average target customer will pay regardless of the cost of production.

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

13. One sales technique involves concluding a sales call with the suggestion that the offer is available for a limited time only.

- 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.

14. The product's price is best described as...

- a. Cost of product + tax
- b. Cost of product + margin
- c. Cost of product + cost of sales
- d. Cost of product + discount

15. What is selling?

- a. a process to help people assess products and services.
- b. person to person interaction.
- c. a means of assessing customer needs.
- d. all of the above

16. _____ is the process of locating potential buyers.

- a. Prospecting
- b. Questioning
- c. Investigating
- d. Growing

17. "Bob, we would like to do business with you. How about giving us a chance to demonstrate what we can do for you? Let's write up your first order to get started." This is an example of what type of close?

- a. summary close
- b. direct close
- c. trial close
- d. choice close

18. The successful salesperson needs to possess which one of the following qualities?

- a. competitive attitude
- b. social media skills
- c. c comfortable texting style
- d. aggressive style

19. How does a customer perceive "value"?

- a. economic benefit
- b. convenience
- c. personal preference
- d. all of the above

20. How does a salesperson create “value?”

- a. communicates attributes
- b. matching feature and benefits to customer needs and wants
- c. discovering needs and wants of customers
- d. none of the above

21. A salesperson needs to understand the importance of non-verbal communication. An example of this form of communication is...

- a. rate of speech
- b. use of non-words, e.g. um, ah...
- c. body language
- d. tone of voice and inflection

22. Madison tells a prospective customer that the mowing speed on the eXmark “Lazer Z” Zero-Turn lawnmower is almost twice the speed of the eXmark “Turf Tracer” self-propelled walk behind mower. This is an example of...

- a. a feature
- b. a benefit
- c. an advantage
- d. a value aspect

23. Marjorie knows the successful salesperson often works to create “a sense of value” for a customer. Tangible value is often apparent in the product or service; however, intangible value is more difficult to establish, because it involves...

- a. cost benefit analysis
- b. emotion and feelings
- c. marginal needs
- d. none of the above

24. Alicia has been told that the successful salesperson is a good listener. She knows that she is a great conversationalist and must practice “active listening” to improve her sales technique. “Active listening” requires...

- a. listening but preparing the next thing you have to say
- b. listening to what you already know about the customer but appear to be interested.
- c. listening requires avoiding the appearance of boredom
- d. listening and gathering facts, feelings, and non-verbal cues from customer

25. What ultimately determines if you will accept a return of product from an unsatisfied customer?

- A. Company Policy
- B. Personal judgement
- C. How long ago the product was purchased
- D. Who was at fault