

Michigan FFA State Ag Sales Contest Written Test – 2023 A: KEY

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

1. Your customer indicates it would be nice if he could complete the mowing of her lawn in less time. This is an example of?

- a. a customer's dream
- b. a customer's wants**
- c. a customer's needs
- d. customer's wish
- e. none of the above

2. Due to the current economy, the price of your product has increased 30% over the last month. How do you deal with this and the resulting customers' frustration?

- a. explain how the features of your product produce an economic benefit**
- b. join with the customer in expressing your frustrations with the company
- c. offer to sell them less product
- d. all of the above

3. Which of the following is not a step in the buying process?

- a. Need recognition
- b. Information search
- c. Product presentation**
- d. Examine alternatives
- e. Purchase choice

4. As a salesperson you want customer complaints because otherwise unhappy customers just go somewhere else?

- a. True**
- b. False

5. People get upset with a product or company because:

- a. Their expectations were not met
- b. Their integrity is questioned
- c. They don't feel like you listened
- d. All of the above
- e. Option a and c**

6. Conducting an external analysis of opportunities for growth and threats to a company's success would be
- a. Competition Analysis
 - b. Succession Plan Analysis
 - c. SWOT Analysis
 - d. Kinesics Analysis
 - e. None of the above
7. Marketing mix includes the following
- a. Person, product, place, promotion, price and packaging
 - b. Product, price, place, promotion and packaging
 - c. Person, product, price, place, and promotion
 - d. Product, price, promotion, and people
 - e. None of the above
8. Joe tells a prospective customer that the safety vest they sell comes in the color of bright orange. This is an example of...
- a. A feature
 - b. A benefit
 - c. An advantage
 - d. A value aspect
9. Which of the following is not a type of active listening?
- a. Sub-verbal cues (say I see or go on)
 - b. Ask Clarifying Questions
 - c. Check your cell phone
 - d. Summarize
 - e. Ask open ended questions
10. The company that ships your products has informed you they will increase their rates by 10%. How can you address this?
- a. Ignore the information
 - b. Pass the costs on to the customer
 - c. Cut the price of your product
 - d. Include your competitor's products in price comparisons
 - e. All of the above

11. Your customer seems to become more distant and uncomfortable in their interaction with you. How do you re-establish rapport with them?
- a. Attempt to spend face to face time to listen to his/her concerns
 - b. Realize that she/he will no longer be a customer
 - c. Challenge him/her on their views
 - d. Ignore the situation as they have been a long-term customer
 - e. None of the above
12. The price of a company's product has dropped 10% in the stores where it is sold. What is the effect on input purchases for this company?
- a. They will purchase less inputs
 - b. They will purchase a higher value inputs that costs significantly more
 - c. They will reevaluate their 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
13. The _____ and _____ of your product would be utilized when addressing customer objections.
- a. Features, benefits
 - b. Cost, expense
 - c. Rapport, introductions
 - d. Features, cost
 - e. None of the above
14. An experienced salesperson listens to a customer's objections/questions and knows that they are
- a. Potential deal-breakers
 - b. Potential indications of a customer's interest/concern
 - c. Issues that must be aggressively countered
 - d. Non-issues
 - e. All of the above
15. Prospecting involves many activities. Among them is evaluating a business for its potential as a customer. Which of the following is not essential in the evaluation process?
- a. Reputation
 - b. Longevity/history
 - c. Profitability
 - d. Internet/Website Presence
 - e. None of the above

16. When confronted by a dominating customer, it is a good sales technique to do which of the following?
- 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**
17. 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**
18. 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**
19. "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
20. The "margin" in a product's price is best described below as...
- a. Cost of product + tax
 - b. Cost of product + fixed percentage**
 - c. Cost of product + cost of sales
 - d. Cost of product + discount
21. If using active listening skills correctly, the salesperson will direct the flow of the sales call?
- a. True
 - b. False**

22. 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

23. 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

24. Doug 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

25. _____ is the process of locating potential buyers.

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