

Michigan FFA State Ag Sales Contest Written Test – 2024 A

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

1. People generally buy to satisfy a...
 - a. Real or perceived need
 - b. Their egos
 - c. To become more progressive
 - d. To become an early adopter of a new product
 - e. None of the above

2. Basic goals of communication for a salesperson includes the following...
 - a. create an awareness of the product
 - b. help the prospective buyer develop an understanding of the product
 - c. tell what the product can do for the prospective buyer
 - d. all of the above
 - e. none of the above

3. Handling customer complaints is mainly the responsibility of the...
 - a. Salesperson
 - b. Customer Service Representative
 - c. Chief Executive Officer
 - d. Chief Financial Officer
 - e. Salesperson's Regional Manager

4. When dealing with an emotionally charged customer, the salesperson should...
 - a. Remain calm
 - b. Listen carefully
 - c. Ask questions for clarity
 - d. Take good notes
 - e. All of the above

5. What does the salesperson do when the customer is "completely wrong"?
 - a. Listen carefully and dispute what they are saying.
 - b. Let the customer know they are wrong by clearly telling them at both the beginning and end of the conversation.
 - c. Maintain the customer relationship by following the rule "the customer is always right" rule.
 - d. Maintain the customer relationship, without compromising the company policies.
 - e. Get the company lawyers involved.

6. Which answer is NOT a type of close?
 - a. Direct Close
 - b. Choice Close
 - c. The If-Then Close
 - d. Assumptive Close
 - e. Elevator Close

7. In "The 7 Steps of the Sales Process", what percent of sales are lost because a salesperson fails to close?
- 40%
 - 50%
 - 75%
 - 80%
 - 100%
8. Which of the following is NOT an objection?
- "I'll need to think about it."
 - "It's too expensive."
 - "Do you have it available in green?"
 - "Let me run it buy some other people before I decide."
 - "Sounds good but I've already got one."
9. The question "How much does it cost?" is a great buying signal.
- True
 - False
10. From the book, "The Psychology of Selling and Persuasion," which of the following is NOT a core principle of persuasion?
- Reciprocity
 - Scarcity
 - Authority
 - Consistency
 - All of the above are core principles of persuasion.
11. Which of these is NOT an active listening skill?
- Explaining
 - Paraphrase
 - Clarify
 - Ask open ended questions
 - Summarizing
12. Beginning a sales meeting or call with a rehearsed presentation is the preferred way to begin when dealing with new clients.
- True
 - False
13. Your customer indicates that they must have your product delivered by noon on Friday because their event starts Saturday morning. This is an example of?
- a customer's dream
 - a customer's wants
 - a customer's needs
 - customer's wish
 - none of the above

14. An effective salesperson knows when a prospective customer's objections are superficial and can move directly into closing the sale.
- True
 - False
15. The product's price is best described as...
- Cost of product + tax
 - Cost of product + margin
 - Cost of product + cost of sales
 - Cost of product + discount
 - none of the above
16. Marketing mix includes the following:
- Person, product, place, promotion, price and packaging
 - Person, product, price, place, and promotion
 - Product, price, promotion, and people
 - Product, price, place, promotion and packaging
 - None of the above
17. You tell a prospective customer that the trailers you sell come 4 different lengths: 12', 14', 16' & 18'. These are examples of...
- Features
 - Benefits
 - Advantages
 - Value aspects
 - All of the above
18. When you hear a customer state multiple objections, you know that they are
- Potential deal-breakers
 - Potential indications of a customer's interest/concern
 - Issues that must be aggressively countered
 - Non-issues
 - All of the above
19. What is the most frequent mistake made by new salespeople?
- Pushing too hard to get the sale
 - Using a negative close on a customer
 - Ignoring a customer's needs or questions
 - Failure to close the sale
 - Assuming your friendship should secure the sale
20. A "cold call" is...
- A sales call made when the temperature is below 50 degrees F.
 - A conversation at a local trade show with a current customer
 - A sales call with somebody who contacted you because they want to know more about your products
 - A visit with a potential new customer
 - None of the above

21. "Would you like to pay with cash or credit?" This is an example of what sales technique?
- An open-ended statement
 - A trial close
 - A response to a customer's objection
 - A means of keeping the customer engaged in the presentation
 - All of the above
22. The "margin" in a product's price is best described below as...
- Cost of product + fixed percentage
 - Cost of product + cost of sales
 - Cost of product + discount
 - Cost of product + tax
 - None of the above
23. If using active listening skills correctly, the salesperson will direct the flow of the sales call?
- True
 - False
24. _____ is the process of locating potential customers.
- Questioning
 - Prospecting
 - Investigating
 - Growing
 - Calling
25. Jeff has joined the accounting department. His first assignment is to calculate the cost of goods sold for each product last year. What does he need to consider in this calculation?
- cost of raw material + cost of production + cost of transportation
 - Cost of raw material + cost of production + cost of sales and administration
 - Cost of raw material + cost of production + cost of sale and administration + cost of returns
 - Cost of raw material + cost of production
 - None of the above