

Michigan FFA State Ag Sales Contest Written Test – 2025 A - KEY

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

1. The question, “How much does it cost?” is a great buying signal.
 - a. True
 - b. False
2. In general, indirect selling may take more of the salesperson’s time than direct selling to the prospective customers.
 - a. True
 - b. False
3. Salespeople should use and teach the potential customer the technical jargon when making the initial sale.
 - a. True
 - b. False
4. If the buyer is agreeable when presented a “trial close”, the trial close becomes the close.
 - a. True
 - b. False
5. Objections about the product by the prospective customer can always be overcome given enough time.
 - a. True
 - b. False
6. A salesperson should learn to ask _____ questions to the prospective and current customers to assure the salesperson understands the needs and wants of the customer.
 - a. Assumptive questions
 - b. Choice questions
 - c. Open-ended probing questions
 - d. Rhetorical questions
 - e. Indirect questions
7. In “The 7 Steps of the Sales Process”, what percent of sales are lost because a salesperson fails to close?
 - a. 40%
 - b. 50%
 - c. 75%
 - d. 80%
 - e. 100%
8. Which of the following is NOT an objection?
 - a. “I’ll need to think about it.”
 - b. “It’s too expensive.”
 - c. “Can it be delivered by Wednesday?”
 - d. “Let me run it buy some other people before I decide.”
 - e. “Sounds good but I’ve already got one.”
9. Which of these is NOT an active listening skill?
 - a. Paraphrase
 - b. Clarify
 - c. Explaining
 - d. Ask open ended questions
 - e. They are all active listening skills

10. Beginning a sales meeting or call with a rehearsed presentation is the preferred way to begin when dealing with new clients.
- a. True
 - b. False
11. Your customer indicates that they prefer to have their products delivered on Fridays. This is an example of?
- a. customer's wishes
 - b. a customer's needs
 - c. a customer's dreams
 - d. a customer's wants
 - e. none of the above
12. 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
 - e. none of the above
13. Marketing mix includes the following:
- a. Person, product, place, promotion, price and packaging
 - b. Person, product, price, place, and promotion
 - c. Product, price, promotion, and people
 - d. Product, price, place, promotion and packaging
 - e. None of the above
14. What is the most frequent mistake made by new salespeople?
- a. Pushing too hard to get the sale
 - b. Not pushing too hard enough to get the sale
 - c. Failure to close the sale
 - d. Ignoring a customer's needs or questions
 - e. Assuming your friendship should secure the sale
15. A "cold call" is...
- a. A sales call made when the temperature is below 50 degrees F.
 - b. A visit with a potential new customer
 - c. A conversation at a local trade show with a current customer
 - d. A sales call with somebody who contacted you because they want to know more about your products
 - e. None of the above
16. "If you're happy with the quoted price, I can have it delivered next Thursday." 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
 - e. All of the above

17. _____ is the process of locating potential customers.
- Questioning
 - Prospecting**
 - Investigating
 - Growing
 - Calling
18. Which of the following is NOT an Active Listening Technique?
- Asking Open Ended Questions
 - Summarizing
 - Paraphrasing
 - Giving words of encouragement
 - All of the above are active listening techniques**
19. Place the “Basic Steps of Buyer Behavior” in order as stated in “Understanding Ag Sales: A User’s Manual:
- 4** Purchase Decision
 - 2** Information Search
 - 5** Post-Purchase Behavior
 - 1** Need Identity
 - 3** Information Evaluation
20. A standard presentation format in sales is known as the “FAB Presentation”. What does FAB stand for?
- Fast And Bold**
 - Features, Advantages, Benefits**
 - Factual, Agreeable, Believable**
 - Fits the Customer, Addresses a need, Benefits the Customer**
 - Funny, Attractive, Believable**
21. Match the steps of the sales process with its explanation:
- | | |
|----------------------------------|--|
| a. E Approach | A. Salesperson shares background, shows confidence & FAB. |
| b. A Presentation | B. Agreement between the seller and the buyer on a purchase. |
| c. D Questions/Objections | C. Suggestion by the salesperson to “write up” the order. |
| d. C Trial Close | D. Indicators that a portion of your presentation was not clear. |
| e. B Close | E. Establishing an opportunity to present your product. |
22. Of the following questions, which one should you use sparingly because it can make a customer defensive?
- How
 - What
 - Where
 - When
 - Why**
23. According to “The 7 Steps of the Selling Process”, what is “arguably the most important step of the sales process”?
- Product Knowledge
 - Prospecting
 - The Approach
 - The Needs Assessment**
 - The Presentation
 - The Close

24. Of the following 2 items, which one matters more to the customer?

- a. Features
- b. Benefits

25. According to "The 7 Steps of the Selling Process", which of the following is NOT a closing technique?

- a. The "Ask For It" Close
- b. The "Process of Elimination" Close
- c. The "Either Or" Close
- d. The "Lost Puppy" Close
- e. All of the above are closing techniques listed in "The 7 Steps of the Selling Process".