

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

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

1. 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
2. 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”.
3. Place the “Basic Steps of Buyer Behavior” in order as stated in “Understanding Ag Sales: A User’s Manual:
  - a. 4 Purchase Decision
  - b. 2 Information Search
  - c. 5 Post-Purchase Behavior
  - d. 1 Need Identity
  - e. 3 Information Evaluation
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. 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
7. 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

8. 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
9. 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
10. "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
11. Of the following 2 items, which one matters more to the customer?
- a. Features
  - b. Benefits
12. 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
13. 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%
14. 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
15. In general, indirect selling may take more of the salesperson's time than direct selling to the prospective customers.
- a. True
  - b. False

16. Match the steps of the sales process with its explanation:

- |                                  |  |
|----------------------------------|--|
| a. <u>E</u> Approach             | A. Salesperson shares background, shows confidence & FAB.        |
| b. <u>A</u> Presentation         | B. Agreement between the seller and the buyer on a purchase.     |
| c. <u>D</u> Questions/Objections | C. Suggestion by the salesperson to "write up" the order.        |
| d. <u>C</u> Trial Close          | D. Indicators that a portion of your presentation was not clear. |
| e. <u>B</u> Close                | E. Establishing an opportunity to present your product.          |

17. 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."

18. \_\_\_\_\_ is the process of locating potential customers.

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

19. 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

20. Which of the following is NOT an Active Listening Technique?

- a. Asking Open Ended Questions
- b. Summarizing
- c. Paraphrasing
- d. Giving words of encouragement
- e. All of the above are active listening techniques

21. Salespeople should use & teach the potential customer "technical jargon" when making the initial sale.

- a. True
- b. False

22. Of the following questions, which one should you use sparingly because it can make a customer defensive?

- a. How
- b. What
- c. Where
- d. When
- e. Why

23. A standard presentation format in sales is known as the “FAB Presentation”. What does FAB stand for?
- a. **F**ast **A**nd **B**old
  - b. **F**eatures, **A**dvantages, **B**enefits
  - c. **F**actual, **A**greeable, **B**elievable
  - d. **F**its the Customer, **A**ddresses a need, **B**enefits the Customer
  - e. **F**unny, **A**tttractive, **B**elievable
24. According to “The 7 Steps of the Selling Process”, what is “arguably the most important step of the sales process”?
- a. Product Knowledge
  - b. Prospecting
  - c. The Approach
  - d. **The Needs Assessment**
  - e. The Presentation
  - f. The Close
25. The question, “How much does it cost?” is a great buying signal.
- a. **True**
  - b. False