

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

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. \_\_\_\_\_ Purchase Decision
  - b. \_\_\_\_\_ Information Search
  - c. \_\_\_\_\_ Post-Purchase Behavior
  - d. \_\_\_\_\_ Need Identity
  - e. \_\_\_\_\_ 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?
- Pushing too hard to get the sale
  - Not pushing too hard enough to get the sale
  - Failure to close the sale
  - Ignoring a customer's needs or questions
  - Assuming your friendship should secure the sale
9. 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
10. "If you're happy with the quoted price, I can have it delivered next Thursday." 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
11. Of the following 2 items, which one matters more to the customer?
- Features
  - 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.
- Assumptive questions
  - Choice questions
  - Open-ended probing questions
  - Rhetorical questions
  - Indirect questions
13. 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%
14. Beginning a sales meeting or call with a rehearsed presentation is the preferred way to begin when dealing with new clients.
- True
  - False
15. In general, indirect selling may take more of the salesperson's time than direct selling to the prospective customers.
- True
  - False

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

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