

2022 Agricultural Sales Test Questions

1. Mr. Johnson indicates it would be nice if he could complete the plowing 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. Your employer adopts new customer service guidelines indicating that you, the salesperson, will have some leeway in making decisions on customer returns and settlements. What are some criteria you should utilize as you make these decisions?

- a. if the product was used correctly
- b. that the customer must be kept happy
- c. the financial impact of the decision on the company and the customer
- d. would this satisfy the customer
- e. both a and c

3. The price of your product has increased 37.3 % 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

4. As your company release's a new product line, what should you do to prepare first?

- a. look at the price of the product
- b. identify potential customers for the product
- c. research the product
- d. all of the above
- e. none of the above

5. 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

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

- a. True
- b. False

7. 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

8. Conducting an external analysis of opportunities for growth and threats to a companies success would be

- a. Competition Analysis
- b. Succession Plan Analysis
- c. SWOT Analysis
- d. Kinesics Analysis
- e. None of the above

9. 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

10. Erica tells a prospective customer that the Accuration Finisher 44 will regulate the number and size of meals the cattle consume throughout the day. This is an example of...

- a. A feature
- b. A benefit
- c. An advantage
- d. A value aspect

11. 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

12. The company that ships your supplements has informed you they will increase their rates by \$15 per ton. 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

13. In building rapport, is adjusting your social style to accommodate the customer a form of manipulation?

- a. True
- b. False

14. Customer Miller seems to become more distant and uncomfortable in their interaction with you. How do you re-establish the rapport with them?

- a. Attempt to spend face to face time to listen to his concerns
- b. Realize that he will no longer be a customer
- c. Challenge him on his views
- d. Ignore the situation as he has been a long-term customer
- e. None of the above

15. The farm price of beef has dropped 10%. What is the effect on input purchases for cattle farmers?

- a. They will purchase less feed
- b. They will purchase a higher value feed that costs significantly more
- c. They will reevaluate their feed 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

16. 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

17. 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

18. 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

19. Which product contains Purina Intake Modifying Technology and is a high protein feed that can be mixed with corn and fed through a self-feeder.

- a. Accuration® Finisher 44
- b. Accuration® Balancer 26
- c. Steakmaker® Bal 25
- d. SteakMaker® 40-20

20. Your customer is finishing his cattle feeding a mixture of corn, distillers grains (by product Feeds), and some corn silage as a forage. He would like a low inclusion supplement to add to his mix. Which product would you suggest?

- a. Purina® Stress Tub
- b. Accuration® Balancer 26
- c. Steakmaker® Bal 25
- d. SteakMaker® 40-20

21. You are talking to a prospect, and they would like to use a beef supplement for their growing cattle that contains no Non-protein nitrogen or Urea. Which feed would you discuss?

- a. Accuration® Grower R125
- b. Accuration® Balancer 26
- c. Steakmaker® Bal 25
- d. SteakMaker® Grower 36-0 R200