

Name: _____ Participant Number: _____ State Number: _____

**2014 National FFA Agricultural Sales Career Development Event
Written Examination**

For each of the following questions, please select the BEST answer.

Sales scenarios video:

1. Too often young sales people are too eager to sell a product, what skill is this sales person demonstrating? Why is it important?

2. What was the major objection to the product and how did the sales person handle the objection?

Sales scenario non-video:

3. One of your major customers surprised you at your monthly sales call yesterday when he told you he was going to “shop around” for another product/company. He quickly added that he was not dissatisfied with you, your service or the company; he just wanted to see “what else was out there.” What would you do at this point?

4. The successful sales person is:
 - a. a fast talker
 - b. always thinking of the next question
 - c. in control
 - d. a good listener
 - e. all of the above
5. A successful salesperson needs to _____ why and how customers buy a product.
 - a. know
 - b. explain
 - c. reason
 - d. understand
6. The most obvious mistake made by new sales people is:
 - a. working the customer for a decision
 - b. using a negative close
 - c. listening to a customer's questions
 - d. failure to close a sale
7. The customer states they need a tree that is resistant to root rot fungus. This is an example of?
 - a. customer is not really sure
 - b. a customer's want
 - c. a customer's need
 - d. a customer objection
 - e. none of the above
8. At the end of a week, experienced sales people assemble a report; it should not include which of the following?
 - a. number of customers visited
 - b. total dollar sales
 - c. average dollar sales per customer
 - d. total product sold
9. In handling a customer's complaint, it is useful for you to:
 - a. restate the complaint
 - b. involve management
 - c. use the "yes, but.." approach
 - d. deflect the complaint with an explanation of what occurred
10. During a recent visit to a long-time customer, he mentioned that he may have to reduce his purchase of feed supplements because his feed corn was becoming more expensive due to a severe drought. This is an example of:
 - a. prior planning prevents poor performance
 - b. changes in product supply cause product costs to change
 - c. political actions affect economic situations
 - d. principle of efficient market theory

11. You are notified that one of the essential agricultural commodities used to produce your product will be in lower supply this winter. What effect could this have on your product?

- a. the cost of your product should go down
- b. the cost of your product should go up
- c. there could be more of your product available
- d. both a and c
- e. none of the above

12. Your business has been selling record numbers of apple trees over the past two years. Management is excited about your growth and success in apples; however, the company has been unable to move their fig trees. The company has set a goal to increase sales by 50% in fig trees over the coming year. The company has updated the product line and wants to move product. You have a special going on now for the fig trees. You have set an appointment with an area fig orchard that you are not currently selling any product. You want to discuss your new product line. As you are asking questions you find out that the customer has had 1/3 of his fig trees died do to disease and is going to put in apple trees. He has wanted to diversify anyway and he knows you have a great line of apple trees. What do you do?

- a. Discuss your new line of fig trees and how they are resistant to the disease he had kill his trees.
- b. Talk about your special on fig trees.
- c. Ask questions about what he needs in apple trees and discuss best options.
- d. All the above

13. A customer has just put in an order for spraying his soybeans. You have earlier discussed a weed control program and are about to start the season. You saw the order for tomorrow and as you happen to drive by his field notice a weed in his field that your program will not control. What do you do?

- a. Leave it alone and hope it is not going to bother. We have the order already
- b. Call the producer and make him aware of the issue.
- c. Contact the producer and discuss additional strategies to control the weed within your program.
- d. Call your competitor and tell him to go see your customer.

14. The company that ships your product has informed you they will increase their rates by \$ 1 per tree. How can you address this?

- a. Ignore the information
- b. Pass the costs onto the customer
- c. Cut the price of your product
- d. Include your competitor's products in price comparisons
- e. All of the above

15. Experienced sales people are always aware of the profit margin on each product category. What is profit margin?

- a. The area on sales form to record price
- b. Difference between cost of goods and sales price
- c. Difference between actual sales price and listed sales price
- d. none of the above

16. A common mistake made by inexperienced sales people is:
- a. being overly eager to please the potential customer
 - b. failing to apply your products features and benefits to a customers' needs and wants
 - c. being overly eager to impress the customer and they talk too much
 - d. being overly eager to demonstrate their knowledge of the product
17. A sales person engages a customer in a conversation to accomplish what goal?
- a. sell the product
 - b. assess customer need
 - c. build rapport
 - d. classify a customer
 - e. all of the above

Match each of the following terms on the left with the statements on the right. (Use each answer only once)

- | | |
|---------------------------|---|
| 18. Rapport building | a. How did your family get involved in agriculture? |
| 19. Open-ended question | b. In high school were you a member of the FFA? |
| 20. Closed-ended question | c. Would you prefer a package of 25 or 100 trees? |
| 21. Choice close | d. How large is your farming operation? |

22. Which of the following is the best source for new prospects?
- a. cold calls
 - b. trade shows
 - c. referrals
 - d. all of the above

23. A salesperson should never...
- a. make a promise he or she can't keep
 - b. offer a discount on a product
 - c. discuss local news or events
 - d. all of the above

24. An "elevator pitch" is:
- a. a sales approach that builds or rises to the "top floor" of benefits during presentation
 - b. a short, concise, focused sales presentation
 - c. a sales approach designed for elevators
 - d. a direct, "in your face," conversation

25. A marketing chain has the following appearance:

Manufacturer>Wholesaler/Distributor>Retailer>Customer

When does selling occur in the chain?

- a. sales occur between the manufacturer and the wholesaler/distributor
- b. sales occur between the retailer and the customer
- c. sales occur between the wholesaler/distributor and the retailer
- d. sales occur between the wholesaler/distributor and the retailer and retailer to the customer
- e. throughout the chain

26. Which of the following is not an active listening technique?
- a. qualifying the customer
 - b. open ended questions
 - c. paraphrasing
 - d. minimal encouragers
 - e. all of the above
27. Your customer states "This tree looks like something I could use in my nursery operation." What should you do next?
- a. paraphrase their statement
 - b. apply the features of your product to their earlier wants
 - c. attempt a trial close
 - d. schedule an appointment to come back
 - e. all of the above
28. The best use of customer classification systems is for which of the following purposes?
- a. means of identifying "bad" customers
 - b. means of qualifying customers
 - c. means of assessing a customer's personality
 - d. means of controlling the sales process
 - e. all of the above