

Name _____ Participant Number: _____ State Number: _____

**2016 National FFA Agricultural Sales Career Development Event
Written Examination**

George Jacobs is a commercial grass and alfalfa grower. He harvests 900 acres of alfalfa another 100 acres of grass and mixed forages. George has other cropping enterprises so he is very busy. He has a wide range of customers that buy product from him ranging from small horse operations to large dairy farms. George is looking for a new baler

1. What are two open-ended questions and two closed-ended questions you could ask Mr. Jacobs in order to establish rapport with him? (8pts) CS.01.02.01C, CS .02.02.03.B, CS.01.02.02.A, ABS.06.05.01.B, ABS.06.05, ABS.06.05.02.B

2. Besides price, what are two objections you anticipate that George will have? (4pts)
ABS.06.05.03C, ABS.06.05.01.A

Tractor size

Transport and bale kind

3. What are four probing questions you could ask to determine his needs and wants? (8pts)
ABS.06.05.03C, ABS.06.05.02.B, ABS.06.05.01.A, CS.01.02.01.A

4. Given the information above, what product would you suggest for Mr. Jacobs and why?
(4pts) ABS.06.05.03C, ABS.06.05.02.B, , ABS.06.05.01.A, CS.01.02.01.A

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5. Leroy has explained to his sales manager that Mr. Smith is very elusive and avoids appointments. He has successfully evaded Leroy and several other sales people from the company. Mr. Smith would be a very big account. Recently, Leroy learned from one of his current customers that Mr. Smith is an avid collector of Ford Thunderbirds. So Leroy looked up the names and meeting times of all of the “thunderbird clubs” in town and began attending their meetings during the evening. Eventually, he encountered Mr. Smith and got an appointment. This is an elaborate example of which of the following sales techniques? (4pts) CS.02.04.02.C

- a. goal-setting
- b. sales strategy
- c. wasting time
- d. human interest

6. Young sales people often have a hard time understanding that they should know as much about their customer’s business as possible. One agribusiness sales person often checks commodity prices several times a day. (3pts) ABS.01.01.01C

- a. He is watching his investments.
- b. Wants to know impact of commodity supply and demand on customer’s cost structure.
- c. Wants to be able to anticipate “price” moves that will impact his company.
- d. Just following a hobby.

7. Credit is... (4pts) ABS.04.01.01B

- a. only for banks to grant.
- b. never offered to a customer by a sales person.
- c. providing product to a proven customer to be paid at a specific date.
- d. a way of providing product to a customer who cannot afford it.

8. As a sales person, what is a method you can use to help maintain relationships with your customers. (4pts) ABS.06.05.01B

- a. follow-up with customers
- b. product summary
- c. payment collection
- d. establish features and benefits of your product

9. You are selling 50 pound bags of beef feed. The feed retails for \$14.50/bag. The company margin is \$2.00/bag. You as a sales person offer a large but difficult customer a discount and sell the product for \$12.00/bag. At the end of the week your sales manager informs you that he is not happy with your sale. Why? (4pts) ABS.04.01.02B

- a. You made sale and gained a difficult customer.
- b. You made sale but lost money for company.
- c. You made sale and gained a commission.
- d. You made sale without manager's assistance

10. Costco (trademark) discount stores have a simple pricing system. They price all products as follows: "cost + 15% = price." (3pts) ABS.04.01.02B; ABS.04.01.02B

- a. this is their competitive advantage
- b. this is their comparative advantage
- c. this sets their product margin
- d. none of the above

11. Sales people are important to a corporate enterprise because... (4pts) CS.02.05.03C; CS.03.01.03C

- a. someone has to take product orders
- b. no product ever sold itself
- c. someone has to discover how the external economy is going
- d. someone has to develop golf skills to represent the company

12. A good product demonstration often involves... (3pts) CS.02.02.02C

- a. a professional sales approach
- b. a well-rehearsed presentation
- c. showmanship
- d. all of the above

13. Not all customers or potential customers play fair or by the rules of the game. Some customers are inclined to use or manipulate young sales people. Which of the following is an example of the "dirty" tricks customers can use? (4pts) CS.02.04.02C

- a. free consulting request before a sale will be granted
- b. asking questions during the sales demonstration
- c. giving and objection during the sales call
- d. all of the above
- e. none of the above

14. A cold sales call is always a challenge for a sales person; the task is not easier when it is done by telephone. When talking to the potential customer on the telephone, you should... (4pts)ABS.06.03.01B; ABS.06.05.02C; CS.03.01.03C

- a. make a personal appointment as quickly as possible.
- b. know what you want to say and listen to responses to guide your presentation.
- c. know what you want to say and don't allow yourself to be distracted during call.
- d. know your product and match it to person's needs.

15. Sometimes you plan your sales approach with a new customer to efficiently use the time she has promised you; however, circumstances intervene and you discover that you have to make an "elevator pitch." This means...in the time it takes an elevator to go from first to fourth floor...what should you do with the time available...(4pts)CS.01.01.03C; CS.02.02.02C; CS.02.05.03C

- a. talk as fast as possible, to get your thoughts in
- b. settle on who you are and why you are there
- c. settle on who you are and what you can do for her company
- d. all of the above

16. A good salesperson should always be aware of events that may impact sales. For example, recently the cost of shipping corn was less expensive when shipped from South America to the Mid-western United States than from the Southern states in the U.S. This is example of... (3pts)ABS.01.01.01C; ABS.06.01.01A

- a. excess supply
- b. excess demand

17. "Shall I start to write the order?" Is an example of... (3pts)ABS.06.05.03C; CS.01.01.03C

- a. a sneaky approach
- b. a summary close
- c. an open-ended question
- d. a trial close

18. Harold Parr, a farm equipment sales representative, eagerly signs up to participate in the local agricultural association's golf tournament. This activity is viewed by his sales manager as... (3pts)CS.02.02.01C; CS.02.04.02C; CS.02.05.03C

- a. self-improvement
- b. prospecting
- c. cold call opportunity
- d. a waste of time

19. The material you purchase at a Tractor Supply store is very similar to what could be purchased at a Home Depot store; however, Tractor Supply “prides” itself in providing all the equipment and supplies for people who know what they are doing, as opposed to do-it-yourselfers. This is an example of... (4pts)ABS.06.03.01B; ABS.06.01.01A; ABS.06.02.01C

- a. niche marketing/merchandising—“know your customer.”
- b. inventory expansion – “know your customer.”
- c. cost cutting – “help your customer.”
- d. sales inflation – “who is our customer?”

20. Cheyenne’s company merged with another agriculture company and after the most recent sales meeting her new manager praised her for exceeding her quarterly sales objective and expressed a desire for her to expand the market for the new products that will be available from the merger. Cheyenne is one of the best sales people in her region. She decides to act on the suggestion of her manager. (4pts)ABS.06.03.01B; CS.02.05.03C; CS.01.03.04B

- a. She is going to use the opportunity provided by the merger to set a new sales strategy
- b. She is not going to use the opportunity provided by the merger and will continue to exceed her sales goals with current products.
- c. She is going to look for a new job because her work load has increased.
- d. She has experienced this situation before and will “wait and see.”

21. Madison recently had her sales territory expanded. One evening she looked at last year’s sales for each of her customers (new and old) and discovered that the “80/20 rule” was evident. This meant that 80% of her sales came from 20% of her customers. She will pay special attention to their needs. However, her problem is what to do with the other 80% of her customers. This is an example of...(3pts)CS.02.03.03C; CS.02.04.02C; CS.01.01.03C

- a. Ignoring people who are wasting your time.
- b. Carrying on with your sales territory.
- c. Qualifying her customers by sales potential.
- d. Hiring a sales consultant to review data

22. It is a standard axiom in sales that “one does not speak poorly of competitors.” Why? (4pts)CS.02.02.02C; CS.02.02.03C; ABS.02.02.02C

- a. You may be offered a job by one of them
- b. It reflects more on you as a person than your competitors
- c. They don’t care what you say about them
- d. Your product is always superior

23. "Buyer's remorse" is an example of what phenomenon? (3pts)ABS.06.05.03C;
ABS.06.05.01B; CS.03.01.03C

- a. Sticker Shock
- b. Presale apprehension
- c. Denial of loan
- d. Post-sale reaction

24. The features-benefits sales presentation is... (4pts)CS.03.01.03C; ABS.06.05.02C;
CS.02.02.02C

- a. an exhaustive list of product components
- b. a matching list of positives and negatives of your product and competitors
- c. a tailored list matched to customer's needs
- d. a comprehensive list of components and customer needs.

25. Awareness of business principles is important for all employees, especially people in sales because they often have a direct measurement of some business standards. For example, a concept of return on investment for a sales person would be... (4pts)ABS.04.01.03A

- a. sales revenue is greater than sales person's salary + benefits + training costs
- b. sales revenue is greater than cost of product + marketing + distribution costs
- c. sales profits exceed costs
- d. return on investment is less than cost of capital