

Name _____ Participant Number: _____ State Number: _____

2015 National FFA Agricultural Sales Career Development Event Written Examination

Please answer questions #1 thru #4 using the information on Zoetis products you were provided prior to the event and the following customer information:

Mr. Andrew McConnery operates a 100 head dairy on the family farm. His primary job is managing the local agricultural cooperative. He is married with three children which are involved in the FFA. He usually retains approximately forty heifers and has an arrangement with several local small dairies to provide replacement heifers. He also has an agreement with a local organic dairy processing plant in which he provides them raw milk.

1. What are four questions do you think you could ask Mr. McConnery in order to establish rapport with him?
2. What are four questions could you ask to learn Mr. McConnery's needs and wants?

3. Based on your products and the scenario which products do you think would be applicable to Mr. McConnery and what concerns could he possibly have about them?

4. The scenario indicates Mr. McConnery sells his milk to an organic milk production facility. What questions would you ask Mr. McConnery in regards to this?

For each of the following questions, please select the BEST answer available. Please start bubbling your scantron with Question #5 and makes sure your answers corresponds to the test question number.

5. A trial close is used to determine if a customer is ready to move forward in the sales process.

- a. True
- b. False

6. An experienced sales person 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 which must be aggressively countered.
- d. all of the above.

7. When you are approached by a sales person at your local tractor dealer she always begins by asking questions even though she may know you well. The purpose of this activity is _____ .

- a. qualifying needs.
- b. prospecting for new leads.
- c. easy and casual opening for sales pitch.
- d. checking out your net worth.

8. When training a new sales person, it is very important for them to master which of the following?

- a. memorize all current SKUs
- b. memorize at least two "fall back" sales pitches
- c. understand the basic economics of products, e.g. costs, etc.
- d. all of the above

9. Costco (trademark) discount stores have a simple pricing system. They price all products as follows: "cost + 15% = price."

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

10. Bertina always spends time in the evening reviewing tomorrow's "sales day" and she supplements this activity with internet inquiries about her customers. What is she doing?

- a. She is nosey
- b. She is checking addresses
- c. She is evaluating her customers and using new information
- d. She wants to make sure they are still in business

11. You are selling 50 pound bags of beef feed. The feed retails for \$14.50/bag. The company margin is \$2.00 per bag. You as a sales person offer a large but difficult customer a discount and sell the product for \$12.00 per bag only to discover at the end of the week that your sales manager is not happy. Why?

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

12. 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?

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

13. Which of the following is the best advice about selling against your competitors?

- a. focus on your product and ignore the competition
- b. avoid questions about your product that give your competitor an advantage
- c. never speak poorly about your competitors
- d. include competitor prices in product comparisons when it is to your advantage

14. The _____ and _____ of your product would be ideal to use when addressing customer objections.

- a. features, benefits
- b. advantages, disadvantages
- c. price, performance
- d. product comparisons, competitor prices

15. 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.

- 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.

16. In handling a customer's complaint, it is useful for a sales person to...

- a. involve management in tough complaint issues.
- b. have good debating skills to rebut the complaint.
- c. restate the complaint.
- d. ignore the complaint the first time and continue selling.

17. An effective sales person understands...

- a. the sales process.
- b. the buying process.
- c. psychology.
- d. buying and selling process.

18. Credit is...

- a. only for banks to grant.
- b. never offered to a customer by a sales person.
- c. providing product to a customer who has verifiable history and arranging for payment at a specific date.
- d. a way of providing product to a customer who cannot afford it.

19. Sales people, though they may work alone, are part of a sales team. This means a good team member should allow the sales team to assist her, but she should be responsible for which of the following:

- a. follow-up with customer
- b. product logistics scheduling
- c. payment collection
- d. payment scheduling and collection

20. Comparative advantage means...

- a. your product is superior
- b. your product is better than most products
- c. your product is better than your competitor's product
- d. all of the above

21. Your local feed mill has had a problem and has shut down for an unknown time. The nearest feed mill is two hundred miles away. How do you think this will affect your feed cost?

- a. Increase cost of feed
- b. Decrease cost of feed
- c. No change to cost of feed
- d. None of the above
- e. All of the above

22. A potential customer has contacted you and expressed an interest in Draxxon due to an outbreak of BRD throughout the area. What should you consider prior to contacting the customer? (3 pts)

- a. sufficient supply of Draxxon available
- b. possible number of affected animals
- c. price increase due to increased demand
- d. how his current customers are being impacted by outbreak
- e. all of the above

23. Prospecting involves many activities, among them is evaluating a business for its potential as a customer. Which of the following is not important in the evaluation process?

- a. reputation
- b. longevity/history
- c. profitability
- d. internet/website presence
- e. socialability

24. The most obvious mistake made by young sales people is...

- a. pushing the customer to close the sale
- b. using a forced negative close
- c. combatting customer objections
- d. failure to close the sale

25. The best skill a sales person can possess or should develop is...

- a. comfortable speaking skills
- b. social skills
- c. good listening skills
- d. develop a quick mind