

WRITTEN EXAM- KEY

- Closing
- Handling objections
- Accessing needs & wants**
- Product demonstration
- None of the above

- Acknowledge the customers concerns about the previous salespersons and ask what their expectations would be from us.**

- Introduction**
- Build rapport**
- Probing for needs and wants**
- Features and benefits**
- Trial Close/ reaffirm understanding**
- Handle Objections**
- Closing**
- Follow-up with customer**

4. Discuss the advantages of referrals as compared to cold calls.

Referral Advantage: Save time, cost less to get, deepen relationships with current customers, good measure of how customers feel about how we're doing.
Cold call disadvantages: have to talk to a lot of people, a lot of rejection, takes time to get to know their operations. (students who get at least four reasons AND have both referral advantages and cold call disadvantages = four points. Students who have four reasons, but only cold call disadvantages or only referral advantages = three points. Students with three reasons in any area = two points. Students with two reasons in any area = one point. Fewer than that = no points).

The following scenario will be used for questions 5-8.

John Smith is a thousand acre corn and soybean producer. He is interested in the Roundup line of products as he is using Roundup Ready seed.

5. What would be your first step in approaching Mr. Smith?
 - a. Ask how many gallons on Round up he uses.
 - b. **Introduce yourself.**
 - c. Discuss his family and hobbies.
 - d. All of the above
 - e. None of the above
6. While talking to Mr. Smith you discover that he is considering planting sweet corn. Based on the information given, which hybrids do you believe Mr. Smith would be interested in?
 - a. **Performance Series Sweet Corn**
 - b. Sweet Corn Hybrids
 - c. Temptation
 - d. All the above
7. Mr. Smith states he would like to reduce his herbicide costs by 15%. Based on his comment which step are you in the selling process?
 - a. Handling objections
 - b. Trial close
 - c. **Discovering needs and wants**
 - d. All of the above
 - e. None of the above
8. Mr. Smith purchases 500 gallons of Roundup WeatherMax during your visit. After you place the order with the company, what is your next step?
 - a. Celebrate
 - b. Calculate your commission
 - c. **Contact customer and follow – up**
 - d. None of the above
 - e. All of the above

9. Ag sales involve many types of “selling” situations, which activities below apply?
- a. retail selling
 - b. “B2B” (business to business) selling
 - c. corporate board room presentations
 - d. all of the above**
 - e. none of the above
10. A salesperson must have good inter-relational habits. Which of these habits would not be supportive of a good selling career?
- a. Make customers feel good about themselves
 - b. Acknowledge you don’t have all the answers to a complex problem
 - c. Be a good organizer of your time
 - d. Expect to be turned down now and then
 - e. All are good habits**
11. A sales person engages a customer in conversation to discover more about the customer. She needs to discover...
- a. extent of customer operations
 - b. customer needs
 - c, who the decision makers are
 - d. information about the customers personal life
 - e. all of the above**
12. George Smith has a 2,000 acre row-crop operation and is considering a different herbicide choice for his soybean acreage. You have successfully maintained his business for the past 4 years; in your recent visit he mentioned he was shopping around for another choice. It is in your best interest to...
- a. Let him shop around because you know he’ll be back to your product.
 - b. Ask questions in order to uncover the real reason for considering another herbicide.**
 - c. Suggest to your competitor that George Smith might be interested in their products.
 - d, Offer George Smith the chance to meet with your boss.
13. Marketing mix includes the following.
- a. Customer, product, price, place, promotion and packaging
 - b. Product, price, place, promotion and packaging
 - c. Customer, product, price, place and promotion**
 - d. Product, Price, Promotion and People

14. The _____ and _____ of your product would be utilized when addressing customer objections.

- a. **Features, benefits**
- b. Cost, expense
- c. Rapport, introductions
- d. All of the above
- e. None of the above

15. A sales person is always aware of the importance of...

- a. gaining new customers in addition to current customers
- b. increasing sales to keep job
- c. retention of current customers
- d. **all of the above**

16. The purpose of probing is...

- a. Identify customer needs
- b. Confirm appointment
- c. Confirm past sales history
- d. To assist with a trial close

Match each of the following terms on the left with the statements on the right.

- | | |
|--------------------------------|---|
| 17. Rapport building_____ | a. Would you prefer the basic or deluxe model? |
| 18. Open-ended question_____ | b. How long have been farming? |
| 19. Closed-ended question_____ | c. How many units do you produce? |
| 20. Choice close_____ | d. How will you decide which product to purchase? |

21. Rapport is important because it...

- a. **builds long-term relationships, aids customer retention**
- b. builds short-term relationships, makes selling fun
- c. builds friendship but not a sale
- d. helps sales person keep position

22. Prospecting is...

- a. looking for gold
- b. roaming the desert
- c. **a means of identifying and qualifying customers**
- d. a proven means of finding customers

23. When a customer has a complaint, what should you do?

- a. **Take the customer seriously**
- b. Give them a refund for the product
- c. Ignore the issue
- d. None of the above

24. “I will order you 20 boxes for delivery Friday?” This is an example of...

- a. **A close**
- b. An open ended question
- c. A trial close
- d. None of the above

25. When faced with a price objection, sales people should respond by.

- a. lowering the price
- b. asking their supervisor for assistance
- c. **discuss how your product adds value**
- d. none of the above