

DO NOT OPEN THIS EXAM UNTIL INSTRUCTED TO DO SO

**2017
Texas FFA
Agricultural Sales
Career Development Event**

**STATE
Sam Houston State University
Huntsville, TX 77341**



Multiple Choice (50 questions, 100 points)

Prepared by
Department of Agricultural Sciences and Engineering Technology
College of Science and Engineering Technology
Sam Houston State University
Box 2088, Huntsville, TX 77341-2088
(936) 294-1216
April 28, 2017

Choose the best answer and mark the appropriate box on the score sheet.
There is only one correct answer to each question. Each question is worth two (2) points.

- 1) Which of the following is most important to the success of a salesperson?
 - a) Adapt your style to the environment in which you are selling
 - b) Make sure the customer knows how smart you are
 - c) Always try to prove how much you know about the product
 - d) Realize every customer is the same so the same approach works well with every customer
- 2) What does the rule of three refer to?
 - a) It takes three calls to get an appointment
 - b) You should expect three rejections for every sale
 - c) You should count to three before answering a question
 - d) You should limit the number of products you recommend to three or less
- 3) What is a good motto for a professional salesperson?
 - a) "The more you tell, the less you sell."
 - b) "Sell the product, even if it doesn't exactly fit the need."
 - c) "Don't suggest a good product to a customer to avoid coming across as too pushy."
 - d) "Sell products with the highest margins first."
- 4) What is the most important skill in closing the sale?
 - a) Having a complete understanding of the product
 - b) Understanding the people, the salesperson will serve
 - c) Placing high pressure on the customer
 - d) Completing and receiving the invoice
- 5) In an effective sales interaction, researchers recommend that a potential client be allowed to do this?
 - a) Listen 60% to 70% of the time
 - b) Talk 25% to 30% of the time
 - c) Talk 60% to 70% of the time
 - d) Talk 90% to 95% of the time
- 6) Which of the following would be the best example of a trial close?
 - a) "I can provide you with much better service than Company XYZ, don't you agree?"
 - b) "Why do you want to buy this product?"
 - c) "Do you feel this product could help you reduce your input costs?"
 - d) "I would never want to do business with Company XYZ, would you?"
- 7) Why is it important to qualify a prospect on the telephone if possible?
 - a) To help save the salesperson time in a very busy career
 - b) The prospect cannot see you and make initial judgements
 - c) A telephone call is always much faster
 - d) There is a higher likelihood that you will make the sale over the phone
- 8) What is the most critical thing to do before a face-to-face interaction with a prospect?
 - a) Send them an email with a list of the product or services' benefits
 - b) Strategize the best way to approach the person to achieve your goals for the appointment
 - c) Determine the customer's major objections to your product or service
 - d) Practice your sales pitch and closing lines

- 9) What form of analysis do most companies use to determine if the market segment can be profitably served by their company?
- a) SWING analysis
 - b) SWOT analysis
 - c) SWEAT analysis
 - d) STOW analysis
- 10) What does today's ag-sales professional focus on?
- a) Relationship selling
 - b) Product selling
 - c) Getting the sale at any cost
 - d) Having a good pitch and a sales quota to meet
- 11) Repeat sales to customers are very important to a salesperson. Repeat sales
- a) Should be expected
 - b) Don't require additional effort
 - c) Must be earned
 - d) All of the above
- 12) One of the jobs of the sales professional is to educate customers. What is a common way to educate customers about a product?
- a) Provide a lot of technical information about the product
 - b) Convince the customer of the great products you sell
 - c) Help the customers enjoy themselves, often through a meal
 - d) Communicate the values of the product to the customer
- 13) The demand for John Deere lawn and garden tractors sold at Lowes stores depends on homeowners' willingness to cut their lawns. What is this type of demand referred to?
- a) Derived
 - b) Joint
 - c) Elastic
 - d) Direct
- 14) Most of the market is "in the hands of" whom?
- a) Market challenger
 - b) Market follower
 - c) Market leader
 - d) Market analyzer
- 15) Dealing with complaints in any business is inevitable. When complaints arise, it is critical to deal with them as quickly as appropriate (possible). The steps in dealing with a complaint include
- a) Recognize
 - b) Respond
 - c) Resolve
 - d) All of the above

- 16) What is the “80/20 rule?”
- a) 80% of a salespersons time is wasted effort, while 20% leads to product sales
 - b) 80% of selling is luck, while 20% is skill
 - c) 80% of sales come from 20% of customers
 - d) 80% of salespeople are not successful, but 20% make a career of selling
- 17) What is the consumer market?
- a) Market segment consisting of individuals who buy goods and services for personal consumption
 - b) Called the wholesale market for consumers
 - c) When producers of goods and services sell to other businesses for further resale
 - d) All of the above
- 18) What is a “roadmap” of how a product will be marketed and sold called?
- a) A business plan
 - b) A marketing plan
 - c) A listing of the marketing sales strategies
 - d) A SWOT analysis
- 19) Which of the following is a definition of a feature?
- a) The characteristics of a product that can be measured or observed
 - b) The process of making connections with people
 - c) A referral to a potential customer that you have received from a source
 - d) Intentional future behaviors or accomplishments
- 20) If your prospect is ready to make a purchase during the sales presentation, what should you do?
- a) Continue the sales presentation
 - b) Demonstrate the product
 - c) Call in the manager
 - d) Close the sale
- 21) Which of the following is an open-ended question?
- a) “Are you happy with your current welding torch?”
 - b) “Do you want to purchase a new welding torch?”
 - c) “What are you looking for in a welding torch?”
 - d) “Have you had your current welding torch for more than five years?”
- 22) A customer’s bill is expected to be paid in full within 10-15 days from receipt. If this is not done, a finance charge is added. What is this an example of?
- a) Installment credit
 - b) A 30-day open charge account
 - c) A revolving charge account
 - d) A 90-day charge account

- 23) A good salesperson should have many attributes or traits. What is it called when you are constantly trying to improve yourself?
- a) Ambition
 - b) Confidence
 - c) Talent
 - d) Personality
- 24) What is the name of the delivery system for advertising?
- a) Marketing system
 - b) Sales system
 - c) Marketing plan
 - d) Media
- 25) What does rapport-building between a buyer and seller serve the function of?
- a) To build trust
 - b) To transition to a discussion about business
 - c) To discuss product value
 - d) To create a pool of potential clients
- 26) The salesperson says “The herbicide you selected is our very finest. Do you need a spray tank or protective gear?” What type of selling is this known as?
- a) Impulse
 - b) Pressure
 - c) Suggestion
 - d) Timely
- 27) When you first call or meet a woman who is a prospect, how should you address her?
- a) Ms.
 - b) By her first name
 - c) Mrs.
 - d) Miss
- 28) A successful salesperson will maintain what composure when dealing with an upset customer?
- a) The salesperson will try to reason with the upset customer, but will show no empathy for the customer’s position
 - b) The salesperson will promptly meet the customer and settle any problem as quickly as possible
 - c) The salesperson may show irritation when dealing with the customer and transfer the upset customer to another salesperson
 - d) The salesperson will wait a reasonable time before returning any calls or emails
- 29) Selling skills can be very useful in what areas?
- a) Personal life
 - b) Job interview
 - c) Political campaign
 - d) All of the above

- 30) Selling to farmers may include selling products or services. Which of the following would be considered a service?
- a) Fertilizer
 - b) Harvesting equipment
 - c) Seed
 - d) Custom harvesting
- 31) To be successful at a trade show, you need to do which of the following?
- a) Gain the attention of those passing by
 - b) Wait for people to stop
 - c) Make it your first priority to talk with the co-exhibitors
 - d) Wait for prospects to contact you after the show is finished
- 32) What is an example of a “premium close?”
- a) “This is our best chicken scratch. It’s on sale today!”
 - b) “We charge a premium because our product is the best.”
 - c) “Have you considered the carrying case for those binoculars?”
 - d) “If you buy this saddle, I’ll throw in the saddle blanket free of charge.”
- 33) In order to obtain data on customer demographics such as number of customers, size of farm, acres planted, crop yield, etc., which source would provide the most comprehensive data for your use?
- a) Texas AgriLife County Extension Agent
 - b) USDA- Natural Resource and Conservation Services
 - c) USDA- National Agricultural Statistics Service
 - d) Your high school ag teacher
- 34) “We’ve noticed that increased fuel prices have made people more aware of finding energy efficiencies.” This statement, which is designed to get the attention of your customers or prospects, is known as what?
- a) Referral
 - b) Testimonial
 - c) Headline
 - d) All of the above
- 35) A retailer is a person who sells products to which of the following?
- a) Consumer
 - b) Other retailers
 - c) Manufacturer
 - d) Wholesaler
- 36) Being able to apply your product’s benefits and services to your customer’s needs is an example of which of the following?
- a) Being a natural salesperson
 - b) Being a successful salesperson
 - c) Possessing a great deal of product knowledge
 - d) Possessing great quantities of patience

- 37) A hidden objection is defined as which of the following?
- a) An uninterested customer
 - b) Details withheld from the customer by the salesperson
 - c) A customer's unspoken concern
 - d) A special feature of the product being sold
- 38) Professional agricultural sales are built on five building blocks. The foundation of these building blocks is a strong code of ethics. Which of the following best describes a code of ethics?
- a) Defined by what you think and feel
 - b) A set of beliefs that governs members' behavior
 - c) A set of systematic procedures of human behavior
 - d) Are based on a set of scientific principles
- 39) What is considered the final step in a successful sales call?
- a) Closing the deal
 - b) Collecting the money
 - c) Getting the customer to consider the purchase
 - d) Setting up a schedule for delivery
- 40) Agricultural selling is best defined by which of the following statements?
- a) The ability to move seed, feed, chemicals and fertilizer to customers
 - b) The creation and delivery of solutions to bring value to customers
 - c) The development of relationships to sell products
 - d) The process of identifying customers and selling your products
- 41) What is the one thing an agricultural salesperson should be most concerned about?
- a) The level of commission they will make
 - b) How well they present themselves to the customer
 - c) The product they are selling
 - d) The satisfaction of the customer
- 42) When do you know it is time to close a sale?
- a) The customer begins to ask questions about product quality and is curious about your company
 - b) The customer is losing interest, the conversation is dragging and you realize it is "now or never"
 - c) You believe the customer's needs have been identified, you have selected the right item to meet those needs and they appear receptive
 - d) You have discussed all the features and benefits of the product and you are drawing your presentation to its logical conclusion
- 43) Throughout the sales presentation, it is usually best to do which of the following?
- a) Maintain the customer's focus on your product when comparing competing products
 - b) Discuss all the weaknesses of competing products
 - c) Discuss competing products even if you are not familiar with these items
 - d) Refuse to discuss competing products

- 44) What is the term for the process associated with finding new customers?
- Panning
 - Recruiting
 - Closing
 - Prospecting
- 45) What are some of the questions you should answer before a face-to-face appointment?
- What do I know about the prospect's organization?
 - What is the prospect's annual salary?
 - When is the next company sales meeting?
 - Who in this company am I related to?
- 46) Which of the following is one of the three most common types of customers?
- Angry customer
 - Just looking customer
 - Know-it-all customer
 - Want-to-buy-it-all customer
- 47) Which of the following promotional methods is commonly used by agribusiness firms?
- A television spot on CBS to advertise a farm supply store in a rural community
 - A two-page layout in the *Houston Chronicle*
 - Demonstrations in downtown Houston showing how to use agricultural products
 - Vendor exhibits at major stocks shows around the state
- 48) You are a New Holland sales representative. You are driving down a farm road in your new territory when you recognize a person's name on a mailbox given to you by a new customer. You stop briefly to visit the farmer to see what his needs are. What type of sales call is this?
- Referral selling
 - A cold call
 - A demonstration call
 - A cool call
- 49) What is an example of a reflective phrase?
- "Hello, Ms. Brown. It is so good to see you again."
 - "You mentioned that you like the color blue."
 - "I am so glad you stopped by to see our latest products."
 - "Do you want one or two of this item?"
- 50) What is the term for the number of people who purchase and read a printed newspaper?
- Reach
 - Circulation
 - Population
 - Sample