

Contestant Number _____

2008 Utah FFA Agricultural Sales Career Development Event Objective Test

Instructions: Following are multiple-choice type examination items. Select your choice by circling the letter next to the correct answer.

1. Today's agricultural sales professional focuses on which of the following?
 - a. Having a good pitch and a sales quota to meet
 - b. Meeting needs through products, services and technical knowledge
 - c. Product selling
 - d. Selling at all costs
 - e. Selling regardless of whether it is the best product for the customer

2. Agricultural selling requires which of the following?
 - a. Planning and persistence
 - b. Reacting and thinking on your feet
 - c. Scheming and devious ideas
 - d. Thinking fast and making promises even if you are not sure

3. To use effective selling skills, a professional salesperson has to understand the customer's needs and how they buy by which of the following?
 - a. By being a good listener
 - b. By being a psychologist
 - c. By convincing them that they need a product that is not necessary for their needs
 - d. By guessing

4. You are a salesperson for a company that sells and installs methane digesters, allowing dairies and large feedlots to convert livestock waste into usable energy. You are visiting with a potential customer about the benefits of installing a methane digester. He suggests a meeting with his neighbor dairy producers who might also be interested. Which of the following is the most appropriate response?
 - a. "Bring them on over here."
 - b. "Do you think they could afford the digester?"
 - c. "I'm pretty busy and I'm not sure if I can fit it in."
 - d. "What day of the week and time of day works best?"

5. You are a sales representative for a seed company. A customer has a complaint about your competitor. He tells you they never show up on time, never follow-up on his request, and he doesn't ever care if he sees them again. Which of the following is your most appropriate response?
 - a. Ask about his expectations and interest in a seed company
 - b. Ignore the complaint but later call your competition to report the complaint
 - c. Join in and speak negatively about your competition's products
 - d. Tell the customer you agree they are worthless

6. A unique value bundle is best described by which of the following statements?
 - a. Doesn't require a written plan
 - b. Is a bundle of goods and/or services that is focused on the customers' needs
 - c. Is always easily determined or developed after one or two visits with a new customer
 - d. Is dependent on a good marketing program to help many customers with standard production/pricing combination

7. The final step in a sales call is always:
 - a. Closing a sales call
 - b. Collecting the money
 - c. Getting the customer to consider the purchase
 - d. Setting up a schedule for delivery

8. After dealing with an upset customer, what should you do?
 - a. Forget about the incident
 - b. Reflect upon the incident and make necessary adjustments
 - c. Take the customer's comments personally
 - d. Tell your coworkers

9. Stated simply, price is a result of the relationship between which of the following pairs?
 - a. Costs and Profits
 - b. Economics and Politics
 - c. Income and Expenses
 - d. Supply and Demand

10. Which of the following are the three primary areas of skill and knowledge required by successful agricultural sales professionals?
- Ambition, focus, and intelligence
 - Developing relationships, having an outgoing personality, and friendliness
 - How customers buy, strategic value, and ongoing improvement
 - Persistence, aggressiveness, and perception
11. Which of the following best describes a person who sells products only to other salespersons?
- Consumer
 - Producer
 - Retailer
 - Wholesaler
12. Agricultural selling is best defined by which of the following statements?
- The ability to move seed, feed, chemicals and fertilizer to customers
 - The creation and delivery of solutions to bring value to customers
 - The development of relationships to sell products
 - The process of identifying customers and selling your products
13. What is one method of determining a customer's needs and wants?
- A sales person does not need to know the customer's needs and wants
 - Listen to the customer
 - Observe the clothes of the customers; if they look expensive he must want a lot
 - Tell the customer what she should want
14. Sales people are considered to be problem solvers, influencers and facilitators. Which of the following best describes the sales professional's role as a facilitator?
- Brings a wide variety of products so the customer can choose the product that they want
 - Carefully listens to the customer, understands the customer's needs, helps the customer focus on the most important needs, and provides a solution
 - Provides tremendous production information for the customer to evaluate and make a good decision
 - Sends them information to read about products

15. Why should a salesperson involve the customer in product demonstrations?
- It disrupts the customer's concentration and allows the sale to take place
 - It helps keep the customers' attention and appeals to their senses
 - It is only used when the close does not work out
 - It normally indicates a lack of sales ability
16. Which of the following statements does **NOT** describe ethical behavior in agricultural selling?
- Building realistic expectations
 - Protecting confidences
 - Receiving or giving a kick back or special favor
 - Remaining loyal
17. You are working for an equipment dealer as a salesperson. A customer has just purchased a new round baler from you. You ask the customer if she would like to purchase polypropylene baler twine. Which of the following best describes the type of sale you attempted?
- Closing sales
 - Direct sales
 - Retail sales
 - Suggestive sales
18. To be successful at a trade show you need to do which of the following?
- Get the attention of the passerby
 - Wait for people to stop
 - Make it your first priority to talk with the co-exhibitors
 - Wait for prospect to call you after the show is finished when they have read all the materials you gave them
19. What is the one thing with which an agricultural salesperson should be most concerned?
- How much commission he/she will make
 - How well dressed he/she is
 - The product he/she is selling
 - The satisfaction of the customer

20. What is the retail price using a markup of 15% for an item that lists for \$7.00 wholesale?
- a. \$ 7.15
 - b. \$ 8.05
 - c. \$ 8.50
 - d. \$ 10.50
 - e. \$ 35.00
21. When do you know it is time to close a sale?
- a. The customer begins to ask questions about the quality of the product
 - b. The customer is losing interest and the conversation is dragging
 - c. You believe the customer's needs have been determined and you have selected the right item to meet those needs
 - d. You have discussed all of the features and benefits of the product you sold to the neighbors
22. Which of the following best describes the role of asking questions during the sales process?
- a. Questions are only necessary if the customer is a first time buyer
 - b. Questions are only necessary if you already know the customer's situation
 - c. Questions should be used to determine the customer's needs and wants
 - d. Questions should be used unless perceived by the customer as being too nosey
23. Which of the following is the term used to describe the process of finding new customers?
- a. Aggressive selling
 - b. Prospecting
 - c. Recruiting
 - d. Telephone contacts

24. Selling to farmers may include selling products or services. Which of the following would be considered a service?

- a. Custom harvesting
- b. Fertilizer
- c. Harvesting equipment
- d. Seed

25. Throughout the sales presentation, it is usually best to do which of the following?

- a. Avoid shifting the focus of attention away from your product to 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

Key for 2008 Utah FFA Ag Sales Exam

1. b	5. a	10. c	15. b	20. b	24. a
2. a	6. b	11. d	16. c	21. c	25. a
3. a	7. a	12. b	17. d	22. c	
4. d	8. b	13. b	18. a	23. b	
	9. d	14. b	19. d		

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Instructions: Following are multiple-choice type examination items. Select your choice by circling the letter next to the correct answer.

1. After dealing with an upset customer, what should you do?
 - a. Forget about the incident
 - b. Review the incident
 - c. Take the customer's comments personally
 - d. Tell your coworkers

2. Most people have poor listening skills. Which of the following is an example of good listening skills?
 - a. Criticizing the speaker
 - b. Restating what the speaker has said for clarification
 - c. Tolerating or creating distractions
 - d. Tuning out difficult or confusing information

3. Which is a good method of preventing customer complaints?
 - a. Make sure the warranty is understood
 - b. Sell only non refundable goods
 - c. Tell the customer you had nothing to do with it
 - d. Walk away when she/he starts to talk to you

4. Which of the following would NOT be part of a promotional campaign?
 - a. Advertising
 - b. Cost Analysis
 - c. Public relations
 - d. Sales Promotion

5. Which of the following would be considered the most difficult of a sales promotion?
 - a. Promoting a product through contests
 - b. Promoting a product through coupons and/or rebates
 - c. Promoting a product through sweepstakes
 - d. Promoting a product through visual displays

6. When you first call or meet a woman who is a potential customer, how should you address her?
 - a. By her first name
 - b. Miss
 - c. Mrs.
 - d. Ms.

7. Selling to farmers may include selling products or services. Which of the following would be considered a service?
 - a. Custom harvesting
 - b. Fertilizer
 - c. Harvesting equipment
 - d. Seed

8. Which of the following best describes the role of asking questions during the sales process?
 - a. Questions are only necessary if the customer is a first time buyer
 - b. Questions are only necessary if you already know the customer's situation
 - c. Questions should be used to figure out the customer's needs and wants
 - d. Questions should be used unless perceived by the customer as being too nosy

9. What are some of the questions you should answer before a face-to-face appointment?
 - a. What do I know about prospect's organization?
 - b. What is the prospect's annual salary?
 - c. When is the next company sales meeting?
 - d. Who in this company am I related to?

10. Which of the following is the term used to describe the process of finding new customers?
 - a. Aggressive selling
 - b. Prospecting
 - c. Recruiting
 - d. Telephone contacts

11. Why should a salesperson involve the customer in product demonstrations?
- It disrupts the customer's concentration and allows the sale to take place
 - It helps keep the customers' attention and appeals to their senses
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 - It normally indicates a lack of sales ability
12. You are working for an equipment dealer as a salesperson. A customer has just purchased a new round baler from you. You ask the customer if she would like to purchase polypropylene baler twine. Which of the following best describes the type of sale you attempted?
- Closing sales
 - Direct sales
 - Retail sales
 - Suggestive sales
13. When handling customers' objections, which of the following is acceptable?
- Ignore the objection
 - Restate the objection in your own words
 - Talk around the objection
 - Use the objections as a chance to disagree
14. You are a salesman for a seed company. You are visiting with a potential customer about the benefits of switching from his current seed to yours. He suggests a meeting with his neighbors who might also be interested. Which of the following is the most appropriate response?
- "Bring them on over here."
 - "Do you think they could afford this seed?"
 - "I'm not interested in meeting with them."
 - "What day of the week and time of day works best?"
15. Which of the following best describes "cold calling?"
- Calling on a potential customer during winter months
 - Calling on a potential customer who has asked to be contacted
 - Calling on a potential customer with an appointment that fits a certain criteria of type and size and business
 - Calling on a potential customer without an appointment or/and prior knowledge of the potential customer

16. 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
17. What is one method of determining a customer's needs and wants?
- A sales person does not need to know the customer's needs and wants
 - Listen to the customer
 - Observe the clothes of the customers; if they look expensive he must want a lot
 - Tell the customer what she should want
18. What should you do after you satisfy all objections during the closing process?
- Ask for the sale
 - Ask open ended questions
 - Build rapport
 - Meet objections
19. When do you know it is time to close a sale?
- The customer begins to ask questions about the quality of the product
 - The customer is losing interest and the conversation is dragging
 - You believe the customer's needs have been determined and you have selected the right item to meet those needs
 - You have discussed all of the features and benefits of the product you sold to the neighbors
20. Which of the following promotional methods would be commonly used in agribusiness?
- A television spot on CBS to advertise a small store in Nephi
 - A two page layout in the *National Enquirer*
 - Demonstrations in downtown Salt Lake City showing how to use agricultural products
 - Exhibits of tractor companies at the state fair

21. What is the one thing with which an Agribusiness salesperson should be the most concerned?
- How much commission he/she will make
 - How well dressed he/she is
 - The product he/she is selling
 - The satisfaction of the customer
22. Stated simply, price is a result of the relationship between which of the following pairs?
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 - Supply and Demand
23. Which of the following best describes a person who sells products only to other salespersons?
- Consumer
 - Producer
 - Retailer
 - Wholesaler
24. Advertising media is the means of communication by which:
- Customers are encouraged to purchase a product or service
 - Customers do comparative shopping
 - Customers judge profit and loss
 - Customers judge the quality of a product
25. You are a sales representative for a fertilizer company. A customer has a complaint about your competitor. He tells you they never show up on time, never follow-up on his request, and he doesn't ever care if he sees them again. Which of the following is your most appropriate response?
- Ask about his expectations and interest in a fertilizer company
 - Ignore the complaint but later call your competition to report the complaint
 - Join in and speak negatively about your competition's products
 - Tell the customer you agree they are worthless

Key for 2007 Utah FFA Ag Sales Exam

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|------|-------|-------|-------|-------|
| 1. b | 6. d | 11. b | 16. b | 21. d |
| 2. b | 7. a | 12. d | 17. b | 22. d |
| 3. a | 8. c | 13. b | 18. a | 23. d |
| 4. b | 9. a | 14. d | 19. c | 24. a |
| 5. d | 10. b | 15. d | 20. d | 25. a |