

**2016 University of Minnesota FFA Winter Invitational
Agricultural Sales Exam December 15, 2016**

1. Which of the following would be included in the pre-approach of a sales presentation?
 - a. Closing the sale
 - b. Ordering the product—so it is available for sale
 - c. Showing the product
 - d. Learning all there is to know about the products you sell

2. The purpose of taking a physical inventory is to
 - a. Decide how much inventory the store should be purchasing in the future
 - b. Determine the exact amount of merchandise the business has on hand
 - c. Determine the amount you are going to charge for a product
 - d. Decide how much of the product you should keep

3. What is **not** likely to happen when you fail to listen closely while taking a telephone call?
 - a. You will always get the right message of the caller
 - b. You will hear what you want to hear
 - c. You will hear what you expect to hear
 - d. You will not recognize the difference between a statement, objection or question

4. Which item is not an intangible item?
 - a. Insurance
 - b. Advertising
 - c. Fertilizer
 - d. Credit services

5. What do retailers hire salespeople to do?
 - a. Sell products to other retailers, wholesalers, industrial firms, or other businesses
 - b. Sell merchandise and services to customers
 - c. Sell products to manufacturers or directly to wholesalers or retailers
 - d. None of the above

6. The proper term for the activities which need to be done in order to sell a product or idea for profit is:
 - a. Resume
 - b. Promotion
 - c. Application
 - d. Media

7. One question that you will not need to ask when determining the market potential for your business is:
 - a. Who are my customers?
 - b. Where are my customers located?
 - c. What product should I provide?
 - d. How can I create a demand for my products and services?

8. The exchange of a product or service for the purchase price or the promise to pay the purchase price is:
- A marketing suggestion
 - A sales transaction
 - A give away
 - A lottery
9. All of the following are example of direct selling responsibilities **except**:
- Prospecting
 - Making presentations
 - Bill collection
 - Handling objections
10. All of the following are examples of what a salesperson should do when handling customer objections **except**:
- Pause before answering the objection
 - Restate the objection
 - Answer the objection completely and concisely
 - Try to evade or minimize the objection
11. Customers who want to buy, but do not know exactly what they want are what kind of customers?
- Just-looking customers
 - Undecided customers
 - Indecisive customers
 - Decided customers
12. Which **is not** an example of an objective of the opening?
- Create a favorable impression of the salesperson in the mind of the prospect
 - Assure the salesperson that this is someone who is going to buy their product
 - Probe for and dig out the needs and values of the prospect
 - Get and keep the prospects attention
13. Which of the following is **not one** of the three basic steps of the sales presentation?
- Summarize the problem
 - Outline solution
 - Present selling points
 - Cold Calling
14. What is any message to mass media, which informs people about goods, services, or ideas and is paid for by an identified sponsor?
- Management
 - Advertising
 - Production
 - Talking

15. One of the best methods salespeople can use to gain their customers confidence is to
- Listen carefully to what they say
 - Make and keep appointments
 - Use their powers of observation to correctly guess what the customer wants
 - Sell customers up to the next quality level of product
16. This type of close **does not** give the buyer a choice between buying or not buying, rather it recognizes that the prospect intends to buy and offers them a choice of one thing vs. something else.
- Summary close
 - Assumption close
 - Special features close
 - Choice close
17. Which is **not** a main form of media?
- Print media
 - Communications media
 - Broadcast media
 - Visual media
18. When the customer gives you a statement or a question that has to do with ownership-this is a clue that the customer is ready to buy. What type of method should be used?
- Demonstration method
 - Third-party method
 - Question method
 - Close-on-an-objection method
19. A letter of inquiry is
- Written about a specific job vacancy
 - Written to inform an employer that you wish to be employed in a position in the business
 - Written when resigning from a job
 - Basically a resume
20. Motives that are based on the customers' logical reasoning are
- Rational buying motives
 - Emotional buying motives
 - Technical buying motives
 - Product buying motives
21. The most common forms of customer sales resistance are
- Hidden objections and excuses
 - Excuses and complaints
 - Rational and nonrational
 - Real objections and excuses

22. This approach is used to greet customers on an informal basis
- Service approach
 - Welcome approach
 - Merchandise approach
 - Opening approach
23. What are based upon the customers' needs and wants, and the ability of the product or service to satisfy them?
- Buying motives
 - Reasons for complaint
 - Reasons of interest
 - Reasons to sell
24. What is the goal of every sales presentation?
- To close
 - To ask the customer to buy
 - To leave the presentation satisfied about your performance
 - To leave the customer thinking about your presentation
25. When using this method to deal with objections, the salesperson is actually turning the objection into a reason to buy.
- Superior-Point
 - Boomerang
 - Alternative
 - Question

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Agricultural Sales Exam Key

1. D
2. B
3. A
4. C
5. B
6. B
7. C
8. B
9. C
10. D
11. B
12. B
13. D
14. B
15. A
16. D
17. B
18. D
19. B
20. A
21. D
22. B
23. A
24. A
25. B

Exam

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Team Event

You and your teammates are salespeople for NAPA Auto Parts. You are selling the Valvoline oil products:

For product information go to: <http://www.valvoline.com/our-products/motor-oil>

Valvoline PREMIUM 5W30	\$ 6.33
Valvoline DURABLEND 5W30	\$ 7.29
Valvoline SYN POWER 5W30	\$ 9.29
Valvoline MAX LIFE SYN 5W30	\$ 9.49
Valvoline HPO 30W	\$ 6.33
Valvoline 2 CYCLE MP	\$ 5.99
Additional items- NAPA oil funnel, NAPA oil filter, NAPA oil filter wrench	Not for sale

Part 1: Team Event Planning

(Each student may bring in a 1" notebook with information on the products and plans they may have prepared ahead of time.)

There are several options to consider when preparing the sales situations with motor oil. Viscosity, age of motor, type of use, and cost could all impact the selection of type of oil. You could demonstrate the strengths and weaknesses of different oil types. This may include matching the proper type of oil to the customer's machine.

Scenario: There are 3 different customers you must be prepared to sell product(s) to:

Customer #1 – A small engine repair shop owner that maintains small engine equipment (tillers, lawn mowers, etc.)

Customer #2 – An owner of a tree trimming company who has numerous chain saws which he maintains.

Customer #3 – A high school student who has a 10 year old pickup with over 100,000 miles.

Your team is to develop a sales strategy for the Valvoline products that will serve all three customers, answering the questions below:

1. What are the potential customer needs and wants?
 2. What are the features and benefits of the product(s) that address the customer's needs and wants?
 3. What are the potential customer objections and how will you prepare to address them?
 4. What are the possible related/complimentary products and their suggestive selling strategies?
 5. Develop information gathering questions to be utilized in clarifying the customer's needs and wants.
- Each team will have 20 minutes to develop its solutions. The judges will observe each team as they work.**

Part 2: Team Event Presentation

Each team will present its solutions from Part 1 to the judges. The judges will play the role of the team's supervisors at NAPA. Students will describe the products and their plans for marketing the product to all 3 customers, answering questions 1 through 5 above. A team will have 10 minutes to present. After the presentation, the judges will have an additional ten minutes to ask questions about the products, the customers, and the information the team presented.

Part 3: Individual Sales Call

After the judges have finished asking questions, each team member will go individually to a judge that will represent one of the 3 customer types listed above. The student will interact with the judge to discover which customer they are, establish rapport, and discover their needs and wants. Once you have accomplished these steps you will then attempt to sell the appropriate products to the customer. You will have twenty minutes to accomplish these steps.