

2017 Minnesota State FFA Agricultural Sales Exam
Do not write on the exam!!! Bubble in correct answer on scantron.
For true and false questions a=True and b=False

1. When you arrive on a sales call you shouldn't:
 - a. Announce your arrival with a cloud of dust and a screech of your brakes
 - b. Park where you will not be in the way of equipment and other vehicles
 - c. Apply common-sense courtesy
 - d. State your name clearly and slowly, and tell the customer why you are there.

2. A unique value bundle:
 - a. Is mix of products bundled in a package to sell excess inventory.
 - b. Is a bundle of products focused on making more money per product.
 - c. Is a combination of goods and services bundled specific to meet the customer's needs.
 - d. Is a package of products that can be stacked at the end of an aisle.
 - e. All the above

3. The definition of quality is consistency. (T or F):

In questions 4 through 8, define the following sales terms.

4. Marketing Mix:
 - a. A percentage of the market that is controlled by a company, business, or individual.
 - b. Knowledge about the existing market and the trends in the marketplace; may come from formal research or informal sources.
 - c. The planning process that analyses the market, identifies opportunities, and develops tactical approaches to achieving goals.
 - d. Increasing the number of customers who buy product.
 - e. The complete set of activities involved in marketing: Product, Price, Place, Promotion, and People as they relate to a specific product or service.

5. Market Penetration:
 - a. A percentage of the market that is controlled by a company, business, or individual.
 - b. Knowledge about the existing market and the trends in the marketplace; may come from formal research or informal sources.
 - c. The planning process that analyses the market, identifies opportunities and develops tactical approaches to achieving goals.
 - d. The number of customers who buy product.
 - e. The complete set of activities involved in marketing: Product, Price, Place, Promotion, and People as they relate to a specific product or service.

6. Market Share:
 - a. A percentage of the market that is controlled by a company, business, or individual.
 - b. Knowledge about the existing market and the trends in the marketplace; may come from formal research or informal sources.
 - c. The planning process that analyses the market, identifies opportunities and develops tactical approaches to achieving goals.
 - d. Increasing the number of customers who buy a product.
 - e. The complete set of activities involved in marketing: Product, Price, Place, Promotion, and People as they relate to a specific product or service.

7. Market Intelligence:
 - a. A percentage of the market that is controlled by a company, business, or individual.
 - b. Knowledge about the existing market and the trends in the marketplace; may come from formal research or informal sources.
 - c. The planning process that analyses the market, identifies opportunities and develops tactical approaches to achieving goals.
 - d. Increasing the number of customers who buy a product.
 - e. The complete set of activities involved in marketing: Product, Price, Place, Promotion, and People as they relate to a specific product or service.

8. Market Strategy:
 - a. A percentage of the market that is controlled by a company, business, or individual.
 - b. Knowledge about the existing market and the trends in the marketplace; may come from formal research or informal sources.
 - c. The planning process that analyses the market, identifies opportunities, and develops tactical approaches to achieving goals.
 - d. Increasing the number of customers who buy a product.
 - e. The complete set of activities involved in marketing: Product, Price, Place, Promotion, and People as they relate to a specific product or service.

9. (T or F) Value is specific to what the customer needs and is always determined during the first or second visit to a prospective customer.

10. A customer's satisfaction with a purchase depends on:
 - a. Whether the crop yield met the seed sales person's expectations.
 - b. Whether the product met the customer's expectations.
 - c. Whether the cattle producer was impressed with the steers he/she sold at the barn.
 - d. Whether the product was the highest yielding on the farm but was difficult and slow to harvest.
 - e. None of the above.

11. What type of buyer expects the salesperson to be a trusted confidant, a friendly dependable person who looks out for their best interests?
 - a. Economic buyer
 - b. Business buyer
 - c. Relationship buyer
 - d. Convenience buyer
 - e. Price buyer

12. A customer that expects a very competitive price, is not willing to pay for service, and relies on his own information to buy:
 - a. An impulse buyer
 - b. An emotional buyer
 - c. A relationship buyer
 - d. A business buyer
 - e. An economic buyer

13. The customer is very facts and research oriented, expects you to make appointments, bring expertise, provide value offerings, and be brief and to the point is a/an:
- Impatient buyer
 - Irrational buyer
 - Economic buyer
 - Business buyer
 - Relationship buyer
14. What type of need is being satisfied when a buyer seeks to purchase a product or service they want, but believes they need?
- Greedy need
 - Selfishness need
 - Emotional need
 - Security need
 - Self-Esteem need
15. Intangible value products:
- Are hard to measure objectively.
 - Have real value and are easily measured.
 - Might be an example of a good repair history.
 - Have lower fuel consumption.
 - A and C
16. An example of products with Tangible Value:
- May involve feelings as pride in ownership.
 - Are often associated with prestige or status.
 - Might be associated with a high price tag or have the latest technology.
 - Products that create added profits.
 - A and C.
17. (T or F) Perceived value is all that counts in agricultural selling.
18. (T or F) It is not important for a sales person to understand marketing.
19. The definition of marketing is:
- A system to sell the product so sales people are less important.
 - A system to help sales people sell larger volume at the lowest price possible.
 - A system to degrade the competitions product.
 - A system for identifying and satisfying customer needs and wants...profitably.
 - A system to help achieve the next quarters sales goals.

There are four basic types of questions: Open-ended, Close-ended, Clarifying, and Confirming. Select the best type of question to use for Questions 20- 24.

20. Questions useful for gathering specific information – facts, figures, problems or issues.
- Open-ended
 - Close-ended
 - Clarifying
 - Confirming

21. Questions useful for learning; designed for the salesperson to ask and then be quiet and listen.
 - a. Open-ended
 - b. Close-ended
 - c. Clarifying
 - d. Confirming

22. Questions that show the customer that you as the salesperson have been listening and hearing what they told you.
 - a. Open-ended
 - b. Close-ended
 - c. Clarifying
 - d. Confirming

23. Questions that begin with words like “How do you....”
 - a. Open-ended
 - b. Close-ended
 - c. Clarifying
 - d. Confirming

24. Questions that are designed to check for understanding.
 - a. Open-ended
 - b. Close-ended
 - c. Clarifying
 - d. Confirming

25. The single most important selling skill is:
 - a. Being persistent and getting the sale at all cost.
 - b. To focus on selling the package your company is promoting.
 - c. To be disciplined to work late on Friday afternoon.
 - d. Hearing the customer’s message.
 - e. Having determination to sell the product with the largest profit margin.

2017 MN State FFA Agricultural Sales Exam Answers

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