

2018 Winter University of Minnesota Ag Sales Exam

1. Sales prospecting is:
 - a. An activity used to describe what a salesperson does to identify potential new accounts.
 - b. Not important when you are very busy and meeting your sales goal
 - c. Is only necessary when you are a new sales person and are developing your customer list.
 - d. Not needed in today's sales environment.
2. Prospecting:
 - a. Should begin the first day you are hired and continue throughout your career
 - b. Is no longer necessary as you prepare to retire.
 - c. Is only practiced by salesperson's who are struggling to build their client list
 - d. All the above
3. Increasing market concentration means you are:
 - a. Focused on your marketing campaign
 - b. Gaining a larger % of your customers business
 - c. Adding more marketing locations
 - d. All the above
4. To effectively use your selling skills you have to develop a sales call plan:
 - a. That is detailed, structured and be sure you stick to the plan
 - b. That is a detailed road map so that if you follow the plan it will result in a sale
 - c. A sales call plan helps the sales person assemble account information and think through a logical step for the relationship or sale to follow.
5. Closed-ended questions are asked to:
 - a. End the sales call
 - b. Find out specific information from the customer
 - c. Find out if the customer is close minded
 - d. Learn about the customer's philosophy, needs, and concerns
6. Selling involves direct and indirect responsibilities. Direct selling responsibilities might include
 - a. Pre-call planning and building customer relationships
 - b. Handling complaints
 - c. Collecting accounts
 - d. Networking
7. Indirect selling responsibilities might include:
 - a. Handling complaints
 - b. Pre-call planning and building customer relationships
 - c. Closing the sale
 - d. Making sales presentations
8. The three buyer types include relationship, economic and business. A relationship buyer is predominately concerned about
 - a. Trust
 - b. Price
 - c. Facts and research
9. An economic buyer is predominately concerned about
 - a. Trust
 - b. Price
 - c. Facts and research

10. A business buyer is predominately concerned about
 - a. Trust
 - b. Price
 - c. Facts and research

11. There are five innovation adoption groups. This type of customer makes up 2.5% of the buyers and is anxious to try an untried brand or idea and is considered:
 - a. An innovator
 - b. An early adopter
 - c. An early majority
 - d. A late majority

12. This type of customer makes up 34% of the buyers. They have a wait and see attitude and are often skeptical about new ideas:
 - a. An innovator
 - b. An early adopter
 - c. An early majority
 - d. A late majority

13. Opinion leaders are respected by their peers for business success and considered one of the best managers. They are considered early adopters and high-profile. Many times opinion leaders are difficult to sell product because:
 - a. They make up their own mind and don't like to listen to sales people
 - b. May feel responsibility to their community as strangers and do not want to ruin their reputation with too many foolish choices
 - c. Have a strong opinion and are difficult to convince to buy.

14. There are two types of value; tangible and intangible. An example of a tangible value is:
 - a. Product safety or product availability
 - b. Pride in ownership
 - c. Status associated with ownership
 - d. Product image

15. Common methods for segmenting customers is by:
 - a. Product use,
 - b. Demographics (age, income level, education)
 - c. Buyer behavior and value structure.
 - d. All the above

16. Sales call planning is important for each sales call to:
 - a. Convince your supervisor that you are staying busy.
 - b. Make the best use of your time.
 - c. Always get the sale.
 - d. Respect the customer by making the best use of their time.

17. As a sales person you can create loyalty by:
 - a. Helping the customer chose a product that consistently meets their needs
 - b. Always having the lowest price
 - c. Bringing a gift each time you come.
 - d. Sending brochures periodically

18. After you ask for the sale it is important to:
 - a. Keep describing why they should buy your product.
 - b. Be quiet and let the customer respond.
 - c. Continue to provide data on the products.
 - d. Remind them of the product value.

19. After you get the order it is important to:
 - a. Try to sell them another product because they must be in a buying mood
 - b. Thank them and prepare to leave.
 - c. Continue to describe the product and its benefits
 - d. Stay for another cup of coffee.

20. A unique value bundle is:
 - a. A package of goods and services designed to meet the customer's needs
 - b. Variety of goods and support
 - c. Developed by the sales person to trim, tuck, and fit products and services for the highest customer value
 - d. All the above

21. Agriselling today can best be described as a:
 - a. Product focused, brand-oriented sales strategy
 - b. Relationship-oriented and technical-knowledge sales strategy
 - c. Sales-quota-driven activity based on multiple visits
 - d. Getting the sale at any cost

22. Sales people are considered to be problem solvers, influencers, and facilitators. As a problem solver:
 - a. The first responsibility is to determine customer needs and locate products, services and information to help the customer reach is business goals
 - b. You would provide a wide variety of products to let the customer choose the product they want
 - c. You would provide lots of production and technical information for the customer to evaluate and make their own decision
 - d. You would send customers brochures and promotions so they can call and order products over the phone

23. As a an influencer you:
 - a. Determine needs and locate products, services, and information to help the customer reach is business goals
 - b. Influence a decision by providing technical and business knowledge that helps the customer fairly evaluate alternatives.
 - c. Provide lots of production and technical information to allow the customer to evaluate and make their own decision
 - d. Sends the customers brochures and promotions so they can call and convince them to order the products over the phone

24. The agri-sales profession is characterized by the following:
 - a. People who are trained in agriculture but do not have a farming background
 - b. People with a Bachelor's degree who average over 11 years with the same employer
 - c. A even mix of males and females
 - d. People who stay in the job less than 5 years because of high burn out and stress

25. The most common emotions involved in purchases are fear, greed, and hope. What emotion do many people satisfy when purchasing life insurance?
 - a. Fear
 - b. Greed
 - c. Hope
 - d. All the above

2018 Winter University of Minnesota Ag Sales Exam Key

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

2018 U of MN Winter Invite Ag Sales CDE Team Event

You and your teammates are salespeople for Gopher Native Seeds

The website for the grass and wildflower mixes is: <http://www.shootingstarnativeseed.com>

Students will be selling seed mixes for a native prairie project.
They are sold as seed packets that will cover 1000 square feet.

# 1628- Dry Grass Mix	\$ 11.00
# 1627- Dry Wildflower Mix	\$ 11.00
#1630- Mesic Grass Mix	\$ 10.00
#1629- Mesic Wildflower Mix	\$ 11.00
#1632- Wet Grass Mix	\$ 13.00
#1631- Wet Wildflower Mix	\$ 18.00

Additional item: Oats seed for cover crop 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 native grasses. The soil type, amount of moisture, slope, and the wildlife you would like to attract. You could demonstrate the strengths and weaknesses of different seed mixes. This would include matching the proper type of seed mix to the customer's needs.

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

- Customer #1:** A school would like to seed native plants on an area 50' x 80' at the edge of their football field as a habitat for pollinators.
- Customer #2:** A homeowner has a 60' x 50' wet area that he would like to seed in native plants to provide a buffer next to their pond and draw wildlife.
- Customer # 3:** A city park worker would like to seed a 40' x 25' rain garden with native flowers and grass seeds.

Your team is to develop a sales strategy for the native prairie seeds 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/complementary 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 15 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 Gopher Native Seeds. 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 7 minutes to ask questions about the products, customers, and the information 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 15 minutes to accomplish these steps.

