

2019 Minnesota State FFA Agricultural Sales Exam

Do not write on the exam!!! Bubble in the most correct answer on scantron.

1. You are a new graduate from the University of Minnesota and have been hired to represent a seed company as a district sales rep. Your boss wants you to develop a list of prospects and present your strategy to sell to new customers in your district. Your first course of action should be:
 - a. Call your friends and let them know you have a job and ask them if they want to have lunch on your new company expense account.
 - b. Develop a list of customers that no longer buy from the company and ask them why they haven't bought in the past 5 years.
 - c. Learn about your products and their benefits, develop a list of prospective customers in the area, develop your pre-call plan and start meeting them to learn their needs so you can provide the best solution for their needs.
 - d. Put together a price sheet that promote the least expensive products, maximize your discounts to present an offer they can't refuse.
 - e. Package high-inventory products, package them in to a bundle and sell them as a package to reduce inventory levels.

2. As a new sales person you have a lot of energy and desire to be successful. The best approach is:
 - a. Get our early and work late, the more miles you put on your company vehicle the more successful you will be.
 - b. Have a list of canned phrases and cliché's that you can use to avoid having awkward gaps in the conversation during the sales call.
 - c. Leave paper work, submitting orders, and submitting reports for later, it is best to keep selling and talking with more new prospects.
 - d. Realize the more you sell the better you will get at shooting-from-the-hip and becoming a seasoned sales veteran
 - e. Be organized, plan well, keep track of promises you make, submit your information accurately and on time, and follow-up on commitments.

3. Planning your sales call is important to:
 - a. Make the best use of your time
 - b. Make the best use of your customer's time
 - c. Make the best use of your companies' resources
 - d. Have a sales strategy or game plan for getting the business
 - e. Make sure you are ready to discuss today's market moves

4. Relationship-based sales are very common in agriculture. To develop meaningful relationships, you should:
 - a. Be able to convince customers to use product you think they need.
 - b. Convince them to switch to a different technology because you are convinced it is what they need.
 - c. Learn the names of their family so you can reference them in your discussion.
 - d. Find out where prospects and customers have coffee each morning and join them.
 - e. Listen, ask good probing questions to uncover their need and provide a solution to fill their needs.

5. A probing question is used to:
 - a. Find out details about their family so you can send cards on their birthday
 - b. Learn about the latest gossip in the area.
 - c. Learn who is buying from the competitor and why.
 - d. Use open-ended and closed-ended questions to uncover hidden needs.
 - e. Find out how much money they make to see if they are a good credit risk.

6. Answering questions and overcoming objections is part of selling. It is very important to:
 - a. Listen to the question or concern because they are telling you what it will take before they are willing to buy from you.
 - b. Delay the discussion about product objections and tell them you will have to get back to them later and hope they forget about their objection.
 - c. Be ready to answer quickly with your prepared response so you sound confident in your answer.
 - d. Provide a quick answer to price objections so you can get the price discussion behind you so you can begin talking about product value.
 - e. Be ready to refer to which neighbors are using the product and how much they enjoy the performance.
7. The final step in a sales call is always:
 - a. Confirming financing options
 - b. Seeing if they want to come to a ballgame with you.
 - c. Promising to go to their child's concert
 - d. Asking for commitment on some level
8. Closing the sale means:
 - a. Thanking them for their time and wishing them a safe day.
 - b. Saying I know you are busy so I will get out of your hair.
 - c. Asking for the sale, shut up and wait for the customer's response.
 - d. Ask for the sale and avoid awkward moments by beginning to talk after 5 seconds of customer silence.
 - e. Presenting another product after they agree to buy.
9. A Unique value bundle is:
 - a. Group of products packaged to help reduce excess inventory.
 - b. A group of products that the sales person develops to meet the customer's specific needs and bring the highest possible value for a fair price,
 - c. A way to cover up the price of one product by packaging it with other lower-priced products to avoid the customer realizing the true cost of each individual component.
 - d. A group of products that can be bound together for easy delivery.
 - e. A group of value-priced products listed in a sales promotion.

In questions 10 through 13 define each of the following sales responsibilities as Direct or Indirect

10. Prospecting
 - a. Direct
 - b. Indirect
11. Collecting accounts
 - a. Direct
 - b. Indirect
12. Building Customer relationships
 - a. Direct
 - b. Indirect
13. Handling complaints
 - a. Direct
 - b. Indirect

Questions 14 through 18. There are four basic types of questions: Open-ended questions, close-ended questions, clarifying questions, and confirming questions. Define the type of question.

14. *If I heard you correctly, you plan to add 400 acres next year to handle extra manure from your expanding hog operation?*
- Open-ended question
 - Close-ended question
 - Clarifying question
 - Confirming question
15. *What do you look for in a corn hybrid?*
- Open-ended question
 - Close-ended question
 - Clarifying question
 - Confirming question
16. *If I understand you correctly, you are responsible for purchasing fertilizer, seed, and chemical inputs. Your brother is responsible for marketing the crop and maintaining the equipment.*
- Open-ended question
 - Close-ended question
 - Clarifying question
 - Confirming question
17. *What yield results did you get from that new corn hybrid last year?*
- Open-ended question
 - Close-ended question
 - Clarifying question
 - Confirming question
18. *What changes do you plan to make to your operation next year?*
- Open-ended question
 - Close-ended question
 - Clarifying question
 - Confirming question
19. The customer can give you verbal and or non-verbal buying signals: An example of a positive non-verbal cue is that they:
- Lean back or push back from desk or table
 - Makes calculations and asks about financing options
 - Avoid eye contact
 - Make fists
 - Look at their watch
20. An example of a positive verbal buying signals is when:
- A customer says they are happy with their current supplier
 - A customer says "your price is too high"
 - A customer brings up a past complaint with your product
 - A customer asks about delivery options
 - A customer tells you the last time he stopped in the dealership nobody even offered them a cup of coffee

Define the following products as having tangible or intangible value

21. Lower fuel consumption:
 - a. Tangible value
 - b. Intangible value

22. Brand name of equipment such as John Deere or Caterpillar,
 - a. Tangible value
 - b. Intangible value

23. Cross-selling is defined as a:
 - a. Product strategy to sell the product in conjunction with a competitor's product
 - b. Product strategy that encourages the customer to buy a second product or service after the first is bought
 - c. Product strategy to sell the same product as the competitors under a different label.
 - d. Product strategy to sell a product in a bundle with other related products
 - e. Product strategy that encourages you to take advantage of a rebate or cash-back promotion.

24. Market share is a sales term used to describe:
 - a. Proportion of product in a bundle to meet the company goals.
 - b. Proportion of each customer's business that purchase the product.
 - c. Proportion of all customers that purchase the product
 - d. Proportion of the market that is controlled by a company, business, or individual
 - e. Proportion of sales made toward your sales target.

25. As a sales person you are concerned about the market share in your sales area. Your sales goal is to reach 25% market share. To reach 25% market share you would have to sell:
 - a. 50% of the customers, 50% of their needs
 - b. 25% of the customers, 25% of their needs
 - c. 15% of the customers, 40% of their needs
 - d. 100% of the customers, 100% of their needs
 - e. 40% of the customers, 15% of their needs.

2019 Minnesota State FFA Agricultural Sales Exam Key

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