

# University of Minnesota Invitational FFA Agricultural Sales Exam December 12, 2019

**Please bubble in the most correct answer on top half of the back side of your scantron answer sheet.**

1. Sales call planning is important for each sales call to:
  - a. Let your supervisor know how hard you work.
  - b. Make the best use of your time.
  - c. Make the best use of the customer's time
  - d. Always get the sale.
  
2. The \_\_\_\_\_ and \_\_\_\_\_ of your product would be utilized when addressing customer objections.
  - a. Features, benefits
  - b. Cost, expense
  - c. Rapport, introductions
  - d. All of the above
  - e. None of the above
  
3. A sales person is always aware of the importance of...
  - a. gaining new customers in addition to current customers
  - b. increasing sales to keep job
  - c. retention of current customers
  - d. all of the above
  
4. The purpose of probing is...
  - a. Identify customer needs
  - b. Confirm appointment
  - c. Confirm past sales history
  - d. To assist with a trial close
  
5. Rapport is important because it...
  - a. builds long-term relationships, aids customer retention
  - b. builds short-term relationships, makes selling fun
  - c. builds friendship but not a sale
  - d. helps sales person keep position
  
6. Prospecting is...
  - a. looking for gold
  - b. roaming the desert
  - c. a means of identifying and qualifying customers
  - d. a proven means of finding customers

7. When a customer has a complaint, what should you do?
  - a. Take the customer seriously
  - b. Give them a refund for the product
  - c. Ignore the issue
  - d. None of the above
  
8. "I will order you 20 bags for delivery Friday?" This is an example of...
  - a. A close
  - b. An open ended question
  - c. A trial close
  - d. None of the above
  
9. When faced with a price objection, sales people should respond by.
  - a. lowering the price
  - b. asking their supervisor for assistance
  - c. discuss how your product adds value
  - d. none of the above
  
10. Probing in sales calls can be:
  - A. Asking open-ended questions
  - B. Asking close-ended questions
  - C. Uncovering hidden needs
  - D. All the above
  
11. As a sales person you can create loyalty by:
  - A. Always having the lowest price
  - B. Bringing a gift each time you come.
  - C. Having consistent product performance
  - D. Providing consistent professional service
  - E. C and D
  
12. After you ask for the sale it is important to:
  - A. Keep describing why they should buy your product.
  - B. Continue to provide data on the products.
  - C. Remind them of the benefits of your product that you previously described.
  - D. Shut-up and let the customer respond.
  - E. All the above
  
13. After you get the order you should:
  - A. Continue to describe the product and its benefits
  - B. Say thank you very much and leave.
  - C. Stay for another cup of coffee.
  - D. All the above.

14. A unique value bundle is:
- A. A collection of products that are difficult to sell individually.
  - B. A good way to move old inventory.
  - C. An assortment of product promotional materials.
  - D. The latest promotion from the corporate office.
  - E. Package of goods and services to specifically meet the customers needs
15. Agriselling today is focused on:
- a. Having a good pitch and a sales quota to meet
  - b. The Product
  - c. Getting the sale at any cost
  - d. The relationship with the customer.
  - e. All the above.
16. Quality means:
- a. Consistent performance
  - b. Having the lowest price
  - c. Giving sample products to customers to evaluate
  - d. Giving more than they ask for
  - e. Getting the sale
17. Successful and highly-regarded members of the agri-sales profession are:
- A. Ethical
  - B. Honest about their products benefits and limitations
  - C. Can be trusted on and off the job
  - D. Can be trusted to keep their word.
  - E. All the above
18. Sales people are considered to be problem solvers, influencers, and facilitators. As a facilitator the sales person:
- A. Brings a wide variety of products to let the customer choose the product they want
  - B. Provides lots of production and technical information for the customer to evaluate and make their own decision
  - C. Sends customers brochures and promotions so they can call and order the products over the phone
  - D. Carefully listens to the customer, understands the need, helps the customer focus on their needs and provides the solution
  - E. All the above
19. The agri-sales profession is characterized by the following:
- A. People who are trained in agriculture but do not have a farming background
  - B. A even mix of males and females
  - C. People who stay in the job less than 5 years because of high burn out and stress
  - D. People with a Bachelor's degree who average over 11 years with the same employer
  - E. All the above

20. The most common emotions involved in purchases are fear, greed, and hope. What emotion do many people satisfy when purchasing seed?

- A. Fear
- B. Greed
- C. Hope
- D. All the above

21. The most common emotions involved in purchases are fear, greed, and hope. What emotion do many people satisfy when purchasing products in short supply?

- a. Fear
- b. Greed
- c. Hope
- d. All the above

22. There are three types of buyers, the Business buyer, the Economic buyer and the Relationship buyer. Which buyer is most influenced by human characteristics such as trust, personality, common style and attitude?

- A. Business buyer
- B. Economic buyer
- C. Relationship buyer

23. Which type of buyer is most influenced by price, convenience, product characteristics, availability and time saving?

- A. Business buyer
- B. Economic buyer
- C. Relationship buyer

24. A Business buyer who refuses free products because:

- A. They may feel obligated to purchase seed next year
- B. Free seed could be the most expensive seed planted if it doesn't yield
- C. May hurt the feelings of his current salesperson
- D. They might get more free seed if they use the offer as leverage against the other salesperson.
- E. All the above

25. When you begin your sales call and are greeting the customer, you need to:

- A. Say your name and who you represent
- B. Greet only the person you are there to see
- C. Greet each person that is there
- D. Talk down the competitor
- E. A and C

# **University of Minnesota Invitational FFA Agricultural Sales Exam Key**

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