

2018 Minnesota State FFA Agricultural Sales Exam

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

1. As a sales person your job is to meet the needs and wants of the customer. To meet the customer's needs, you should:
 - a. Prove why they need your latest product.
 - b. Convince them that your product is the answer to their needs and why
 - c. Focus on selling the product that will make you and your company the most money.
 - d. **Just plain listen, help them focus on their needs and find a solution**
 - e. Provide the product that is least expensive so they can reduce their production costs.

Page 27, Agriselling, Downey

2. As a new sales person you have a lot of energy and desire to be successful. The best approach is:
 - a. Avoid getting into the trap of planning your day. Just make sure you get on the road early and see as many clients as possible every day.
 - b. Don't get too worried about keeping up on your paperwork because it's about getting the most sales that counts.
 - c. Focus on the current large customers and don't worry about prospecting
 - d. Work on having a great sales story so you can lead with that and then do a great job shooting from the hip
 - e. **Develop a plan to organize your time so you are able to be stay up on your paperwork and commitments.**

Page 24, Agriselling Downey

3. One of the pitfalls of veteran sales people is that:
 - a. **They have a great book of business and they stop prospecting.**
 - b. They are so well organized that they provide great focus and attention to each sales call so they can help each customer
 - c. They develop pre-call plans for each customer specific to their needs.
 - d. They have a strategic plan for each account and a plan for each sales call.
 - e. They have learned to listen to what the customer needs and provide a solution for their needs

Page 24 and 25, Agriselling, Downey

4. Relationship-based sales are very common in agriculture. To develop meaningful relationships, you should:
 - a. Find out where prospects and customers have coffee each morning and join them.
 - b. **Spend time with a customer or prospect listening to their needs and educating them on possible solutions that fit their operation.**
 - c. Invite customers and prospects to attend a professional sporting event.
 - d. Spend three days ice fishing with a large group of customers and prospects
 - e. Give customers and prospects tickets to a concert.

Page 26, Agriselling, Downey

5. The final step in a sales call is always:
 - a. Collecting the money
 - b. Getting the customer to consider the purchase
 - c. **Asking for commitment on some level**
 - d. Setting up a schedule for delivery
 - e. All the above

Page 29, Agriselling, Downey

6. The building blocks of professional selling are: Code of ethics, Set of scientific principles, Body of knowledge, Systematic procedures, and Common language. Which of the building blocks is the foundation where the sales professional's review board is the customer base?
- Code of ethics
 - Set of scientific principles
 - Body of knowledge
 - Systematic procedures
 - Common language

Page 38, Agriselling, Downey

7. Which of the building blocks is concerned with understanding the special words used in the industry that might describe a **product complaint** as *performance problems, customer settlements, customer satisfaction issues*?
- Code of ethics
 - Set of scientific principles
 - Body of knowledge
 - Systematic procedures
 - Common language**

Page 39, Agriselling, Downey

8. Which of the building blocks is concerned with specific steps, thorough research and analysis of customer needs and activities that fit the customer and their business?
- Code of ethics
 - Set of scientific principles
 - Body of knowledge
 - Systematic procedures**
 - Common language

Page 39, Agriselling, Downey

9. Which of the building blocks is concerned with the process of selling that includes: prioritizing, planning, uncovering needs, and formulating recommendations.
- Code of ethics
 - Set of scientific principles
 - Body of knowledge**
 - Systematic procedures
 - Common language

Page 38, Agriselling, Downey

10. As a salesperson you have both *Direct* and *Indirect* selling responsibilities. *Indirect* sales responsibilities include:
- Prospecting and pre-call planning.
 - Building customer relationships
 - Making sales presentations
 - Collecting accounts**
 - Closing the sale

Page 42, Agriselling, Downey

11. As a salesperson you have both *Direct* and *Indirect* selling responsibilities. *Direct* sales responsibilities include:

- a. **Prospecting and pre-call planning.**
- b. Maintaining customer relationships
- c. Networking
- d. Collecting accounts
- e. Handling complaints

Page 42, Agriselling, Downey

12. The greatest reward for many agricultural sales people is:

- a. Working with a flexible schedule to organize and run their daily routine.
- b. **Helping the customer meet their business needs.**
- c. Winning the company sales trip
- d. Getting a promotion for beating their sales goal
- e. Making a lot of money from the commissions.

Page 68, Agriselling, Downey

Questions 15 through 19. There are four basic types of questions: Open-ended questions, close-ended questions, clarifying questions, and confirming questions. Define the type of question.

13. *What changes do you plan to make to your operation next year?*

- a. **Open-ended question**
- b. Close-ended question
- c. Clarifying question
- d. Confirming question

Page 293, Agriselling, Downey

14. *If I heard you correctly, you plan to add 250 acres next year to handle extra manure from your expanding hog operation?*

- a. Open-ended question
- b. Close-ended question
- c. Clarifying question
- d. **Confirming question**

Page 295, Agriselling, Downey

15. *What do you look for in a corn planter?*

- a. **Open-ended question**
- b. Close-ended question
- c. Clarifying question
- d. Confirming question

Page 292, Agriselling, Downey

16. *If I understand you correctly, you are responsible for purchasing seed and crop inputs. Your brother is responsible for marketing the crop.*

- a. Open-ended question
- b. Close-ended question
- c. **Clarifying question**
- d. Confirming question

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17. *How many acres of corn and soybeans did you plant last year?*

- a. Open-ended question
- b. Close-ended question**
- c. Clarifying question
- d. Confirming question

Page 296, Agriselling, Downey

18. The best practice for handling most objections:

- a. Ask them how they know it was your product that caused the problem and not something else they are doing wrong
- b. Carefully listen to their concern, make sure you understand by restating what they said, review the situation, defend your product and tell them it can't be the product you sold them and why.
- c. Carefully listen to their concern, make sure you understand by restating what they said, ask for more information, then handle the situation.**
- d. Defer the discussion to avoid the complaint.
- e. Try to offer him some free product to fix the problem.

Page 340, Agriselling, Downey

19. The customer can give you verbal and or non-verbal buying signals: An example of a positive non-verbal cue is that they:

- a. Lean back or push back from desk or table
- b. Reach for a price or order book.**
- c. Avoid eye contact
- d. Make fists
- e. Look at their watch

Page 361, Agriselling, Downey

20. An example of a positive verbal buying signals is:

- a. A customer asks about financing options**
- b. A customer says they are happy with their current supplier
- c. A customer says "your price is too high"
- d. A customer brings up a past complaint with your product
- e. A customer tells you the last time he stopped in the dealership nobody even offered them a cup of coffee

Page 359, Agriselling, Downey

21. 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.

Page 424, Agriselling, Downey

22. A unique value bundle:

- a. Is mix of products bundled in a package to sell excess inventory.
- b. Is a package of products and services that give the highest possible value for a fair price**
- c. Is a combination of goods and services bundled specific to meet the companies needs
- d. Is a bundle of products focused on making you and your company the most money
- e. Is a package of products that can be stacked at the end of an aisle as a store special
- f. All the above

Page 34, Agriselling, Downey

23. 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.

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24. As a sales person you are concerned about the market share in your sales area. Your sales goal is to reach 50% market share. To reach 50% 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. 70% of the customers, 70% of their needs**
- d. 100% of the customers, 100% of their needs
- e. 10% of the customers, 40% of their needs.

Page 431, Agriselling Downey

25. (T or F) People buy from professionals who ask for the business

Page 81 Closing, A process not a problem, Thornton