

## 2017 U of MN Winter Agricultural Sales CDE

### Team Event

You and your teammates are salespeople for BIG Nutrition Co.

The website for Muscle milk Products is: <http://www.muscle milk.com/product>

Students will be selling ready to drink chocolate shakes.

They are sold as 4 packs with each bottle containing 11 Fluid Ounces.

MUSCLE MILK GENUINE protein shakes	\$ 5.99
MUSCLE MILK 100 Calorie protein shakes	\$ 7.20
MUSCLE MILK PRO SERIES Knockout protein shakes	\$ 7.98
MUSCLE MILK Organic protein shakes	\$ 8.98
Additional item: Muscle Milk Protein Bars	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 protein shakes. The person's physical activity, workout schedule, muscle mass, weight, and product cost could all impact the selection of the type of shake used. You could demonstrate the strengths and weaknesses of different protein shakes. This would include matching the proper type of shake to the customer's needs.

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

- Customer #1:** A high school weight coach wants to provide muscle milk so athletes can increase their muscle mass with their workouts.
- Customer #2:** A community center would like to offer muscle milk to their fitness classes where most of the students are enrolled to try to keep off extra weight.
- Customer # 3:** A retirement home would like to have a nutritional option for its residents that take exercise classes to maintain body tone.

Your team is to develop a sales strategy for the Muscle Milk shakes 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 BIG Nutrition. 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 7.5 minutes to present. After the presentation, the judges will have an additional 7.5 minutes to ask questions about the products, the customers, and the information the team 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 10 minutes to accomplish these steps.

## 2017 Winter Ag Sales CDE Exam

1. Research has shown that customers do well deciding among \_\_\_\_\_ products. With more than this number, confusion sets in.
  - A. Two
  - B. Five
  - C. Three
  - D. Seven
2. Which of the following should be used to close a sale?
  - A. Summarize advantages
  - B. Introduce financial arrangements
  - C. Ask for the order
  - D. All of the above
3. Body language includes which of the following?
  - A. Clothing
  - B. Hair
  - C. Makeup and grooming
  - D. None of the above
4. A warm, firm, friendly handshake goes a long way in building a trusting relationship because it sends which if the following messages without saying a word?
  - A. Professionalism
  - B. Self-Confidence
  - C. Genuineness
  - D. All of the above
5. \_\_\_\_\_ of a product or service answers this question for a prospect: "What's in it for me?"
  - A. Benefits
  - B. Price
  - C. Features
  - D. Intellectual proof
6. To be attainable, goals should be \_\_\_\_\_.
  - A. Specific
  - B. Realistic
  - C. Measurable
  - D. All of the above
7. The main reason customers stop buying from a business is because they \_\_\_\_\_.
  - A. Die
  - B. Form other interests
  - C. Had someone act rude, indifferent, or discourteous to them
  - D. Were not satisfied with the quality of the product

8. Which of the following is **not** a way for a salesperson to be more effective when talking to prospects/customers on the telephone?
- A. Occasionally use the prospect's name
  - B. Deepen tone of voice
  - C. Call to confirm first appointment with a prospect
  - D. Be upbeat and enthusiastic
9. \_\_\_\_\_ is the main downfall of many salespeople.
- A. Dressing properly
  - B. Lack of organization
  - C. Maintaining eye contact
  - D. Smiling too much
10. The best way to compete with other professionals is \_\_\_\_\_.
- A. Be aware of what competitors are offering
  - B. Be knowledgeable about how your products or services compare with theirs
  - C. Know the advantages of working with your firm & point them out to prospect
  - D. All of the above
11. Some experts claim we make decisions about people within the first \_\_\_\_\_ of our meeting them.
- A. 2 minutes
  - B. 45 seconds
  - C. 5 minutes
  - D. 4 seconds
12. A(n) \_\_\_\_\_ question is one that steers customers into discussing the needs and wants which relate to the products you are selling.
- A. Open-ended
  - B. Nosy
  - C. Probing
  - D. Close-ended
13. Which of the following words do closed-ended questions usually **not** begin with?
- A. Why
  - B. Did
  - C. Will
  - D. Have
14. \_\_\_\_\_ customers are usually taken for granted because salespeople assume they are satisfied with the service received.
- A. Talkative
  - B. Assertive
  - C. Passive
  - D. All of the above

15. \_\_\_\_\_ is your mental position on facts, the way you view things.
- A. Attitude
  - B. Concern
  - C. Behavior
  - D. Belief
16. When hiring someone to be a salesperson for your company, you should **not** do which of the following.
- A. Ask questions about previous job-related experiences
  - B. Give the interviewee the ball and let them run with it
  - C. Hire a person who is a mirror image of you
  - D. All of the above should be done
17. According to *College Boards News*, half of employees who quit a job do so within the first \_\_\_\_\_.
- A. 7 days
  - B. Year
  - C. 2 weeks
  - D. 30 days
18. The main characteristic that everyone needs to succeed as a salesperson is a(n) \_\_\_\_\_?
- A. Quiet and unassuming personality
  - B. Ability to tune out the customer when he/she is talking
  - C. Positive attitude
  - D. Outgoing and verbal personality
19. \_\_\_\_\_ is one of the most important qualities salespeople should possess, because they play such an important role in creating a favorable image of the business.
- A. Honesty
  - B. Aggressiveness
  - C. Loyalty
  - D. All of the above are equally important
20. The \_\_\_\_\_ begins when you greet the customer. The purpose of this stage in the selling process is to create a favorable impression of yourself for customers and to direct customer's attention to your product.
- A. Approach
  - B. Feature-benefit presentation
  - C. Handling of objections
  - D. Closing

21. \_\_\_\_\_ selling is the process of selling customers an item to go with what they have already purchased.
- A. Objective
  - B. Forced
  - C. Need-based
  - D. Suggestive
22. Which of the following is not a good way to build rapport with a prospective customer?
- A. Call people by their first name
  - B. Wear whatever attire you are comfortable in
  - C. Show up on time for the meeting
  - D. Make eye contact throughout the whole sales process
23. The \_\_\_\_\_ approach directs the customer's attention to a specific item.
- A. Welcome
  - B. Merchandise
  - C. Service
  - D. Attention
24. Successful sales managers should do which of the following?
- A. Concentrate on all the negatives that have happened
  - B. Constantly work on upgrading their skills
  - C. Cover up mistakes so nobody finds out about them
  - D. Spend more time talking than listening
25. A(n) \_\_\_\_\_ is a specific quality or characteristic of a product or service, something you can see, feel, hear, smell, or taste.
- A. Feature
  - B. Benefit
  - C. Attribute
  - D. Appeal

## 2017 Winter Ag Sales CDE Exam Key

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