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**2016
Texas FFA
Agricultural Sales
Career Development Event**

**STATE
Sam Houston State University
Huntsville, TX 77341**



Multiple Choice (50 questions, 100 points)

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Choose the best answer and mark the appropriate box on the score sheet.
There is only one correct answer to each question. Each question is worth two (2) points.

- 1) Repeat sales to customers are very important to a salesperson. Repeat sales
 - a) Should be expected
 - b) Must be earned
 - c) Don't require additional effort
 - d) All the above

- 2) A disadvantage of direct mailing may be
 - a) Mailing lists can become outdated
 - b) Intended customers may fail to receive the advertising
 - c) Direct mail may be viewed as junk mail and be discarded by a potential customer
 - d) All of above

- 3) To be successful in agriselling you must
 - a) Be patient and wait for the customer to come to you
 - b) Understand customer needs and note how your products/services fit their needs
 - c) Talk smoothly and deflect difficult questions
 - d) Have a good introduction for each sales call

- 4) The demand for Lincoln welders sold at Tractor Supply depends on the farmer's or rancher's need to build and repair metal fences. This is an example of _____ demand.
 - a) Joint
 - b) Business
 - c) Derived
 - d) Alternating

- 5) Most of the market is "in the hands of" the market
 - a) Leader
 - b) Analyzer
 - c) Challenger
 - d) Qualifier

- 6) Oral interaction with a customer is an example of
 - a) Non-verbal communication
 - b) Verbal communication
 - c) Non-collaborative communication
 - d) Disjointed communication

- 7) The following statement describes advertising "copy."
 - a) May be considered plagiarism
 - b) Is the image portrayed in an advertisement
 - c) The text in books, magazines, and newspapers of the advertisement
 - d) All of the above

- 8) The process of finding new customers is termed
 - a) Prospecting
 - b) Recruiting
 - c) Email contacts
 - d) Selling

- 9) The most appropriate listening skill(s) include
- a) Careful attention to what the customer is telling you using active listening methods
 - b) Consistent facial expressions while the customer is talking
 - c) Constant and focused eye contact with the customer
 - d) Thinking about how you plan to close while the customer is speaking
- 10) The goods and services a salesperson offers to the target market is a subset of this “P” of the “4-P’s” of marketing.
- a) Product
 - b) Price
 - c) Place
 - d) Promotion
- 11) The “close”
- a) Should be avoided on the first sales call
 - b) Ideally takes 30% of the total sales call time
 - c) Should happen after handling customer objections
 - d) May occur at any point during the sales call
- 12) An inside salesperson
- a) Makes sales calls on current and potential customers in their sales territory
 - b) Greets and serves customers who come to a “brick and mortar” facility
 - c) Generally, knows little about product inventory
 - d) All of the above
- 13) When answering a telephone call, you should first
- a) Transfer the call to the appropriate department
 - b) Place the caller on hold
 - c) Ask them why they are calling
 - d) Greet the caller and identify yourself
- 14) A salesperson is actually selling _____ to a customer
- a) Potential
 - b) Advantages
 - c) Benefits
 - d) Features
- 15) A successful advertisement possesses the following qualities.
- a) It is easy to read
 - b) It is visually appealing
 - c) It should create a desire to buy
 - d) All of the above
- 16) An angry customer can best be calmed if your voice sounds
- a) Patronizing
 - b) Impatient
 - c) Confident
 - d) Hesitant

- 17) To sell your product or service, you need to
- Show the customer how the product will benefit them
 - Convince the customer of the uniqueness of the product
 - Help them understand that this is the best product on the market
 - All the above
- 18) The three buyer types are
- Economic, emotional, and logical
 - Impulsive, logical, and business
 - Economic, relationship, and business
 - Logical, emotional, and relationship
- 19) Which of the following customers will a salesperson encounter?
- Decided customer
 - Just looking customer
 - Undecided customer
 - All of the above
- 20) A purchase where a down payment is made, where the customer makes payments as they can within a specified time period, and the product is held by the company until the bill is paid in full is known as
- Installment plan
 - Layaway
 - 2/10, net 30
 - 90-days no interest
- 21) The decisions, activities, and communication strategies directed towards creating and maintaining a firm's intended product concept in the customer's mind is known as
- Product life cycle
 - Value-added
 - Sales value
 - Product positioning
- 22) A preferred method used by salespeople to gather customer demographic data is
- By surveying the phone book
 - Surveying friends and associates
 - Using data from the Census Bureau
 - All of the above
- 23) Side conversations while talking on the telephone with a customer
- Most often happens when you have a sales deadline
 - Allows you to multitask
 - Is essential to keep the customer engaged
 - Should be avoided so you can give the customer your full attention

- 24) Being punctual for a sales appointment
- a) Shows respect for your customer
 - b) Is optional in our current business climate
 - c) Means arriving in the customer's parking lot at the time of the appointment
 - d) All of the above
- 25) The most widely used method for responding to objections is the
- a) "Yes, But" method
 - b) Question method
 - c) Demonstration method
 - d) Close-on-an-Objection method
- 26) The most important closing skill is
- a) Having a complete understanding of the product
 - b) Understanding the customer the salesperson will serve
 - c) Placing appropriate pressure on the customer
 - d) All of the above
- 27) Which of the following is a way that a salesperson builds trust?
- a) Explain all of the problems with the competitor's products
 - b) Call the customer weekly until the sale is closed
 - c) Allow the customer to become part of the selling process
 - d) All of the above
- 28) The salesperson says "The pet food you selected is our finest. Do you need a bowl to go with that?" is what type of suggestive selling?
- a) Better quality merchandise
 - b) Merchandise specials
 - c) New merchandise
 - d) Related merchandise
- 29) Open-ended questions can best be described as
- a) A yes or no question
 - b) A question posed to determine a customer's needs
 - c) A question that helps the customer gather information about the product
 - d) All of the above
- 30) Monsanto just released a new genetically-modified cotton seed highlighting, "A combination of stacked genes representing the next generation of cotton." This statement describes a
- a) Feature
 - b) Advantage
 - c) Benefit
 - d) All of the above

- 31) A selling aid can include a
- a) Model of the product
 - b) Brochures about the product
 - c) A YouTube video demonstrating the product
 - d) All the above
- 32) Selling involves direct and indirect responsibilities. Indirect selling responsibilities might include
- a) Handling customer complaints
 - b) Collecting customer accounts
 - c) Office work
 - d) All of the above
- 33) There are two types of value – tangible and intangible. An example of an tangible value is
- a) Product safety
 - b) Customer perception
 - c) Status associated with ownership
 - d) All of the above
- 34) After you ask for the sale it is important to
- a) Continue selling
 - b) Immediately hand them an invoice for the product
 - c) Pause and let the customer respond
 - d) All the above
- 35) Agriselling today can best be described as
- a) Getting the sale at any cost
 - b) A quota-driven activity based on media blanketing
 - c) Benefit-centric, brand-oriented sales
 - d) A relationship-oriented, technical-knowledge sales strategy
- 36) A salesperson communicating that the product will make you the “talk of the town” is appealing to what step in Maslow’s Hierarchy of Needs?
- a) Physiological needs
 - b) Esteem
 - c) Self-actualization
 - d) All of the above
- 37) Which of the following is the best example of a trial close?
- a) “I can provide you with better service than Acme Inc., don’t you agree?”
 - b) “Do you understand my last statement about product quality?”
 - c) “Do you feel this product could help you reduce your input costs?”
 - d) “I would never want to do business with Acme Inc., would you?”

- 38) A “roadmap” of how a product will be marketed and sold is a
- a) Business plan
 - b) Marketing plan
 - c) Listing of the marketing sales strategies
 - d) SWOT analysis
- 39) After dealing with an upset customer, a salesperson should
- a) Forget about the incident
 - b) Personally absorb the customer’s comments
 - c) Tell their coworkers
 - d) Review the incident
- 40) Which of the following is a personal application of sales skills?
- a) Managing your FFA record books
 - b) Interviewing for a summer job
 - c) Constructing a trailer
 - d) All of the above
- 41) Which of the following best describes a person who sells products only to other salespersons?
- a) Consumer
 - b) Producer
 - c) Retailer
 - d) Wholesaler
- 42) Selling to farmers may include selling products or services. Which of the following would be considered a service?
- a) Custom harvesting
 - b) Bull semen
 - c) Harvesting equipment
 - d) Diesel
- 43) A customer who shops around, does product research, and compares prices is most likely driven by this buying motive.
- a) Emotional
 - b) Patronage
 - c) Rational
 - d) All of the above
- 44) Which of the following is an example of a choice close?
- a) Along with your feed purchase, you will receive a case of dewormer
 - b) Are you ready to sign this order for “Roundup” today?
 - c) Would you like one case or two of the Duralactin?
 - d) All of the above

- 45) You set up a cold call with a new customer. You sell the customer 500 lbs. of sausage. You also want to sell him your company's new seasoning. What would be the best approach?
- Ask simple open-ended questions on how the customer plans to season the rib-eyes
 - Boldly state the rib-eyes require a purchase of seasoning as well
 - Since he is a new customer, make no attempt to sell the seasoning
 - Tell the customer that the new seasoning is far better than that he already uses
- 46) The two things that are most crippling to a sales career are
- Lack of internal motivation and minimal product knowledge
 - Fear of rejection and average communication skills
 - Lack of internal motivation and the fear of rejection
 - Minimal product knowledge and average communication skills
- 47) Which of the following statements is true regarding market research?
- Advertising and market research are the same
 - Market research involves learning about potential customers
 - Market research is expensive and is not worth the effort
 - Most products don't need market research in order to be successful in the marketplace
- 48) What type of external market analysis would include changes in farm policy and the impact of a potential phase-out of subsidies?
- Competitor activity
 - Social demographics
 - Economic situation
 - Impact of technology
- 49) You are a sales representative and a customer complains to you about a competitor. He tells you they never show up on time and never follow-up on his request. Which of the following is your most appropriate response?
- Ask about his expectations and interest in a seed company
 - Call your competition to report the complaint
 - Speak negatively about your competition's products
 - Tell the customer you agree they are a poorly staffed company
- 50) A customer's buying signal can
- Be a comment or a question about the item
 - Indicate signals of approval for the item
 - Show that the customer is thinking about buying
 - All the above