

3. What is the difference between a “trial close” and a “close” in agricultural sales?
(ABS 05.02.02b) 4 pts

4. **Select the best answer from the alternatives provided for each question.**
“Shall I start your order with the product you just mentioned?” This is an example
of what sales technique? (CS 02.02.02c) 4 pts

- a. An open-ended statement
- b. A trial close**
- c. A response to a customer’s objection
- d. A means of keeping the customer engaged in the presentation.

5. The product’s price is best described as... (ABS 04.01.02b) 4 pts

- a. Cost of product + tax
- b. Cost of product + margin**
- c. Cost of product + cost of sales
- d. Cost of product + discount

6. Matt is planning next year's sales budget. He would like to hire another sales person; however, he knows that to get his manager's approval he needs to build a good case for the new hire. He needs to justify that the new person will be... (ABS 04.01.03a) 3 pts
- a great help
 - a return on equity
 - a return on investment
 - will increase work load
7. While Marie was waiting to meet with the sales manager of a large farm supply store chain, she read the company's mission statement. One line in the mission statement caught her attention, "We will always stand by our products – your needs are our goals." After reading this Marie reviewed her notes and altered her presentation. The result: a very successful and productive meeting. What did she do? (ABS 02.02.02c; ABS 05.03.01c; ABS 05.02.02b; CS 03.01.03c) 3 pts
- She evaluated her goals for this meeting and altered the presentation.
 - She used the mission statement to build rapport with the sales manager.
 - She altered her market plan to meet the situation.
 - All of the above.
8. Verna is a promising new sales person and her manager feels she has great potential. However, she admits she has a difficult time distinguishing between excuses and objections. Which of the following is **not** a correct distinction? (ABS 05.02.02b) 3pts
- Excuses are smoke screen and often beyond your control.
 - Excuses are a means of hiding "true" objections.
 - Excuses and objections are really similar, but appear different.
 - Excuses must be analyzed to determine the underlying objection.

9. Millicent has joined the accounting department. Her first assignment is to calculate the cost of goods sold for each product last year. (ABS 04.01.02c) 4 pts

- a. cost of raw material + cost of production + cost of transportation
- b. Cost of raw material + cost of production + cost of sales and administration
- c. Cost of raw material + cost of production + cost of sale and administration + cost of returns
- d. Cost of raw material + cost of production

10. What is selling? (ABS 05.03.02c) 4 pts

- a. a process to help people assess products and services.
- b. person to person interaction.
- c. a means of assessing customer needs.
- d. all of the above

11. Making a cold sales call requires... (ABS 05.03.02c) 3 pts.

- a. a telephone book
- b. a clear and pleasant voice
- c. a strategy or objective for calling
- d. only statistical process, the more calls you make the more likely you will succeed.

12. What is a "buying cycle?" (ABS 05.02.01c) 4 pts

- a. a time or season when customers are most prepared to buy
- b. the mental steps a customer moves through to buy, use and rebuy a product
- c. internet sales
- d. difficult time for sales people to recognize

13. _____ is the process of locating potential buyers. (ABS 05.02.01.a) 4 pts

- a. Prospecting
- b. Questioning
- c. Investigating
- d. Growing

14. "Bob, we would like to do business with you. How about giving us a chance to demonstrate what we can do for you? Let's write up your first order to get started." This is an example of what type of close? (ABS 05.02.01b) 4 pts

- a. summary close
- b. direct close
- c. trial close
- d. choice close

15. The successful sales person needs to possess which one of the following qualities? (ABS 05.02.02b) 4 pts

- a. competitive attitude
- b. social media skills
- c. c comfortable texting style
- d. aggressive style

16. Marketing mix includes the following: (ABS 05.01.02b) 4 pts

- a. customer, product, price, place, promotion and packaging
- b. product, price, place, promotion and packaging
- c. product, place, price and promotion
- d. product, price, promotion and people

17. How does a customer perceive “value?” (ABS 01.01.01b) 4 pts

- a. economic benefit
- b. convenience
- c. personal preference
- d. all of the above

18. How does a salesperson create “value?” (ABS 01.01.01c) 4 pts

- a. communicate attributes
- b. matching feature and benefits to customer needs and wants
- c. discovering needs and wants of customers
- d. none of the above

19. A salesperson needs to understand the importance of non-verbal communication. An example of this form of communication is... (ABS 04.02.02b) 4 pts

- a. rate of speech
- b. use of non-words, e.g. um, ah...
- c. body language
- d. tone of voice and inflection

20. Madison tells a prospective customer that the throughput on a Danzon VX press is 1200 units/minute which is almost twice the speed of the next machine. This is an example of... (ABS 05.01.02b) 4 pts

- a. a feature
- b. a benefit
- c. an advantage
- d. a value aspect

21. Marjorie knows the successful sales person often works to create “a sense of value” for a customer. Tangible value is often apparent in the product or service; however, intangible value is more difficult to establish, because it involves... (ABS 05.02.01c) 4 pts

- a. cost benefit analysis
- b. emotion and feelings
- c. marginal needs
- d. none of the above

22. Alex knows success of an initial sales call with a customer is very much determined by “first impressions.” Which of the following does **not** involve a “first impression?” (ABS 05.02.01c) 4 pts

- a. the car you drive
- b. your appearance
- c. a practiced feature/benefit presentation
- d. your body language

23. Alicia has been told that the successful sales person is a good listener. She knows that she is a great conversationalist and must practice “active listening” to improve her sales technique. “Active listening” requires... (ABS 05.02.01c) 4 pts

- a. listening but preparing the next thing you have to say
- b. listening to what you already know about the customer but appear to be interested.
- c. listening requires avoiding the appearance of boredom
- d. listening and gathering facts, feelings, and non-verbal cues from customer

24. Glenn is an experienced sales manager. He has a well-established sales territory, is highly regarded by his customers and colleagues and a pillar of the community. What makes him successful is that he never forgets the “three buyer motivations” he learned in college. They are... (ABS 05.01.01b) 4 pts

- a. Relationship, Economics and Business
- b. Relationship, Rapport and Interest
- c. Business, Rapport and Reciprocation
- d. Economics, Cost-benefit and Reciprocation

25. Velma knows that “resistance” to purchasing a product often takes one of two forms. They are... (ABS 05.02.02b) 4 pts

- a. evasion and agreement
- b. active and passive
- c. complex and simple
- d. distracted and involved



Agricultural Sales Career Development Event

EXAM KEY

| Question | Answer | Point Value | Standard | Standard | Standard |
|----------|--------------------|-------------|----------------|----------------|----------------|
| 1. | See below | 12 | ABS 05.02.01.b | | |
| 2. | See below | 12 | ABS 05.02.01.c | | |
| 3. | See below | 10 | ABS 05.02.02.b | | |
| 4. | C | 3 | ABS 05.02.02.c | | |
| 5. | A | 3 | ABS 05.02.01.c | | |
| 6. | C | 3 | ABS 01.01.01.b | | |
| 7. | C | 3 | ABS 04.02.02.c | | |
| 8. | B | 3 | ABS 01.01.01.b | | |
| 9. | C | 3 | ABS 01.01.01.b | | |
| 10. | E | 3 | ABS 05.03.01.b | ABS 05.03.02.b | ABS 04.02.02.b |
| 11. | A | 3 | ABS 04.02.01.b | ABS 04.02.01.c | |
| 12. | B | 3 | ABS 05.01.02.b | ABS 05.02.01.b | |
| 13. | D | 3 | ABS 05.02.01.c | ABS 05.02.02.b | |
| 14. | D Tribute Total | 3 | ABS 05.03.03.b | CRP 02.02.01.b | |
| 15. | A Bayleton Flo | 3 | ABS 05.03.03.b | CRP 02.02.01.b | |
| 16. | E Acclaim Extra | 3 | ABS 05.03.03.b | CRP 02.02.01.b | |
| 17. | D Tribute Total | 3 | ABS 05.03.03.b | CRP 02.02.01.b | |
| 18. | B Chipco Signature | 3 | ABS 05.03.03.b | CRP 02.02.01.b | |
| 19. | A | 3 | ABS 05.02.02.a | | |
| 20. | B | 3 | ABS 05.02.02.b | | |
| 21. | A | 3 | ABS 05.02.01.b | CRP 02.02.01.b | ABS 05.02.02.b |
| 22. | D | 3 | ABS 05.02.01.b | | |
| 23. | D | 3 | ABS 05.02.01.c | | |
| 24. | D | 3 | ABS 5.02.02.b | | |
| 25. | B | 3 | ABS 05.02.01.b | CRP 02.02.01.b | |

1. (answers will vary)
 - States “ I think I could use this product”
 - States “this could save me money”
 - States “I have seen my neighbor use this and I like it”
 - States “I want to use this”
 - Customer makes positive comment about feature and benefit
2. (only needs 5)
 - Pre call plan
 - Introduction
 - Building rapport
 - Questions – needs and wants
 - Apply features and benefits to need and wants
 - Trail close
 - Close
 - Follow-up
3. Use active listening techniques to listen and clarify what the customer needs and continues

MULTIPLE CHOICE

Skip the first three (3) answers on your scan sheet to begin bubbling in your answer.

4. Which of the following is the most effective way to find customers for a new product?
ABS 05.02.02.c
 - A. Trade shows
 - B. Customer referrals
 - C. Current customer base
 - D. Internet surveys
 - E. None of the above

5. What ultimately determines if you will accept a return of product from an unsatisfied customer? ABS 05.02.01.c
 - A. Company Policy
 - B. Personal judgement
 - C. How long ago the product was purchased
 - D. Who was at fault
 - E. None of the above

6. Your customer books 200 tons of feed for \$300 per ton for delivery November through December. There is a 5% discount for pre-booking feed. What does the discount cost your company? ABS .01.01.01.b
 - A. \$57,000
 - B. \$5,000
 - C. \$3,000
 - D. There is no cost to the company
 - E. None of the above

7. You sell liquid fertilizers and herbicides. Which of the following would be considered complimentary products? ABS 04.02.02.c
 - A. Zero turn mowers
 - B. Granular bulk tanks
 - C. Safety Data Sheet Training
 - D. Insurance
 - E. None of the above

8. The US Department of Agriculture predicts an increase in winter wheat acreage planted. What do you predict this will do to the availability and cost of seed for wheat planting?
ABS 01.01.01.b
- A. Increase in demand and drop in price for seed wheat
 - B. Increase in demand and increase in price for seed wheat
 - C. Decrease in demand and drop in price for seed wheat
 - D. Decrease in demand and increase in price for seed wheat
 - E. None of the above
9. The farm price of milk has dropped 12%. What is the effect on input purchases for dairy farmers? ABS 01.01.01.b
- A. They will purchase less feed
 - B. They will purchase a higher value feed that costs significantly more
 - C. They will reevaluate their feed input costs to maximize value and attempt to lower input costs
 - D. They will maximize production no matter the cost of inputs
 - E. None of the above
10. You sell a broad-spectrum herbicide. Your largest customer, a major turf grass producer, is going out of business. How do you find new uses/customers for your product? ABS 05.03.01.b, ABS 05.03.02.b, ABS 04.02.02.b
- A. Have a meeting with the local garden club to discuss possible uses for your herbicide
 - B. Contact the herbicide manufacturer for additional product uses
 - C. Assess current customers for how they utilize the product
 - D. Expand the use of the product with current customers beyond turf grass
 - E. All of the above
11. How do you continue to gather and utilize information from existing customers to evaluate improvements in production and operation and assist customers with improvements?
ABS 04.02.01.b, ABS 04.02.01.c
- A. Interact with customers frequently to maintain rapport, identify uses of your product, evaluate, and inform customers of best practices
 - B. Do a review with each customer in conjunction with your periodic performance review by your supervisor and ask your supervisor to identify the best practice
 - C. Use company provided product information to develop one procedure for all customers thus simplifying your job
 - D. Utilize local finance resources to determine what your customers should utilize
 - E. None of the above

12. You sell two similar herbicides from two different companies. Herbicide A is your highest profit margin product, but costs 20% more than Herbicide B. How do you differentiate Product A to increase profit while still maintaining market for that product due to higher cost for your customer? ABS 05.01.02.b, ABS 05.02.01.b
- A. Stop selling Herbicide B
 - B. Listen to your customer and apply the features and benefits of Herbicide A to show the added value of the product
 - C. Listen to your customer and apply the features and benefits of Herbicide B to show the added value of the product
 - D. Stop selling Herbicide A
 - E. None of the above.
13. You have been given a new fungicide product to sell that is your only granular application product. Your current customer objections will include lack of product knowledge and having proper application equipment. What do you say to your customers to identify their objections? ABS 05.02.01.c, ABS 05.02.02.b
- A. Tell your customer that they need to switch
 - B. Explain you are discontinuing your old fungicides
 - C. Wait and see if your customers have interest in the new fungicides
 - D. Ask your customer what they need in a fungicide to see if the new fungicide might fit their need.
 - E. None of the above
14. Which product below has 3 active ingredients?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
15. Which product below controls Brown Patch and Snow Mold?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
16. Which product below is recommended for controlling crabgrass in cool season perennial ryegrass?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra

17. Which product below controls 55 broad leaf weeds and needs a minimum of 10 gallons of water per acre?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
18. Which product below controls Pythium Blight?
- A. Bayleton Flo
 - B. Chipco Signature
 - C. Specticle
 - D. Tribute Total
 - E. Acclaim Extra
19. Customer Jones seems to becoming more distant and uncomfortable in their interaction with you. How do you reestablish the rapport with them? ABS 05.02.02.a
- A. Attempt to spend face to face time to listen to his concerns
 - B. Realize he is no longer going to be a customer
 - C. Challenge him on his views
 - D. Ignore the situation as he has been a long-term customer
 - E. None of the above
20. Pick the best introductory statement to make to a new customer. ABS 05.02.02.b
- A. Hello my name is _____ and I am going to sell you our Bayer products today.
 - B. Hello my name is _____ and how is your day going?
 - C. Hi, I see you are interested in Bayer Chemicals. Let me tell you what we have.
 - D. I see you want to use our products.
 - E. None of the above
21. Joe, since you said you are struggling with Pythium Blight on your golf course and you want something that can tank mix with Daconil Ultrex, you should apply 4 oz rate of Chipco Signature in the tank mix. Can we get that ordered for you? This is an example of what type of close?
- A. Summary Close
 - B. Direct Close
 - C. Trail Close
 - D. Choice Close
 - E. None of the Above

22. Which is the most important aspect of being in direct sales? ABS 05.02.01.b
- A. Maintain good customer relationships
 - B. Have quality products
 - C. Be able to sell products
 - D. All of the above
 - E. None of the above
23. You should have knowledge of your product and be a source of information for your customers. The customer asks you a question and you are not sure of your answer. What should you do? ABS 05.02.01.c
- A. Move through the sales process and obtain information later
 - B. Tell the customer it's not relevant
 - C. Find the information for the customer later
 - D. Discuss the question with the customer and determine the time frame for providing the answer
 - E. None of the above
24. Amid a conversation with a customer about their problems with finding help, Mac just summarized what he was told from the customer and repeated it back to him. This is an example of: ABS 5.02.02.b
- A. A close
 - B. A feature
 - C. A benefit
 - D. An active listening skill
 - E. Rapport building
25. Specticle Flo offers extended residual control. This is an example of: ABS 05.02.01.b, CRP02.02.01.b
- A. A close
 - B. A feature
 - C. A benefit
 - D. Prospecting
 - E. Building rapport



AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

Written Exam

Write your answer below.

1. List 4 active listening techniques and give an example of how you would use the technique with a customer. (8 pts.)

[Answer this question in the Google Form](#)

2. What are 5 practices that you can use to build rapport with a customer? (10 pts.)

[Answer this question in the Google Form](#)

3. Define a close and a trial close, then explain in what situation you would use each one. (4 pts.)

[Answer this question in the Google Form](#)

Multiple Choice

Pick the best answer.

1. Jane is talking to the first person she saw when she arrived for a prospective sales call. What should she do first?
 - A. Introduce herself
 - B. Determine if the manager/owner is onsite
 - C. Describe the products
 - D. Assess customer potential
 - E. None of the above

2. You were transferred to a new sales territory and are meeting the outgoing sales representative. What information should you obtain from them?
 - A. The company's product list
 - B. The local housing situation
 - C. Information and relevant purchasing history of existing customers
 - D. The local weather patterns
 - E. None of the above



Please use the following information to answer questions 6-8

- A. After someone has made several comments, reviewing those thoughts with them in a condensed way to insure you understand their meaning.
 - B. When you modify a person's statement and repeat it back to clarify information
 - C. When you listen attentively to what people say
 - D. When you use word such as ok, I see, alright, etc. as a person is talking
3. What term best describes the use of paraphrasing?
4. What term best describes the use of minimal encouragers?
5. What term best describes summarization?
6. When dealing with an irate customer/person who is venting, you should?
- A. Tell them to stop
 - B. Walk away
 - C. Interrupt them
 - D. Listen
 - E. None of the above
7. Who has the appropriate authority to determine the price of a product?
- A. Owner/Manager
 - B. Salesperson
 - C. Customer Service
 - D. Accounting
 - E. None of the above
8. Which of the following products is an external parasiticide?
- A. Ultra Boss
 - B. SAFE-GUARD® Aquasol
 - C. SAFE-GUARD®En-Pro-Protein Block
 - D. SAFE-GUARD® Drench 10%
 - E. None of the above

9. You are a local animal feed and health retailer. There has been an increase in local hobby producers of goats and chickens. Based on this information you should:

- A. Eliminate Safeguard En-Pro-Protein Block
- B. Increase allocated shelf space for SAFE-GUARD® Aquasol
- C. Increase allocated shelf space for Equi-bites
- D. Decrease price of Ultra Boss Insecticide
- E. None of the above

10. When making a cold call it is important for a salesperson to

- A. Research key information
- B. Introduce yourself
- C. Make a pre-call plan
- D. All of the above
- E. None of the above

Use the following information to match products to product information for questions 14 – 16:

- A. SAFE-GUARD® Drench 1 gallon 10%
- B. Ultra Boss
- C. SAFE-GUARD® Aquasol
- D. SAFE-GUARD® Equi-bites
- E. Safeguard En-Pro-Protein Block

11. Best dewormer for broilers, pullets, and laying hens

12. Feed and deworm in a single step with a palatable alfalfa based pellet

13. Pour-on control of flies and lice

14. Matt is planning next year's sales budget. He would like to hire another sales person; however, he knows that to get his manager's approval he needs to build a good case for the new hire. He needs to justify that the new person will be...

- A. a great help
- B. a return on equity
- C. a return on investment
- D. will increase work load
- E. none of the above

15. Communicating how a product or service offers a solution to your customer is an example of:

- A. needs/wants
- B. building rapport
- C. a benefit
- D. a closing statement
- E. none of the above

16. Would you like 1 gallon or 10 liters of SAFE-GUARD® Drench? This is an example of what type of close?

- A. summary close
- B. direct close
- C. trial close
- D. choice close
- E. none of the above

Match each of the following terms with questions 20 – 23. Only use each answer one time. Use the most appropriate answer.

- A. Rapport building
- B. Trial close
- C. Close – ended question
- D. Open ended question

17. Does that fit your needs?

18. How long have you been in operation?

19. Tell me about the products you currently use.

20. Have you ever used a dewormer before?

21. 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 keep customers at a distance
- E. none of the above

22. The producer has 43,000 pounds of cattle and goats to deworm. What is the most economical purchase of SAFE-GUARD® Drench?

- A. 125 ml
- B. 1 liter
- C. 10 liter
- D. 1 gallon
- E. none of the above

23. What would be an example of how Merck Animal Health adds value to the retailer?

- A. free applicators
- B. detailed product materials
- C. toll free and email contact information
- D. educational webinars available on website
- E. all of the above

24. What is the definition of SWOT in business?

- A. Strength, weakness, opportunity, and threats
- B. Strategies, weakness, opportunity, and threats
- C. Strength, weakness, objections, and threats
- D. Sales, weaknesses, objections, and threats
- E. None of the above

25. How much fenbendazole do you administer per unit of body weight for cattle, goats and horse?

- A. 2.3 mg/pound (5 mg/kg)
- B. 2.45 mg/pound (5.4 mg/kg)
- C. 2.2 mg/pound (4/85mg/kg)
- D. 5 mg/ pound (11mg/kg)
- E. 2.7 mg/pound (6 mg/kg)



AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

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Written Exam Key

| Question | Answer | Point Value | Standard | Standard | Standard |
|----------------------------------|-------------------------------|-------------|-----------------|----------------|----------------|
| Essay Questions | | | | | |
| 1. | A=0, B=2, C=4, D=6, E=8 | 8 | ABS.05.02.01.a. | | |
| 2. | A=0, B=4 C=6, D=8 E=10 | 10 | ABS.05.02.01.c. | | |
| 3. | A=0, B=1, C=2, D=3, E=4 | 4 | | | |
| Multiple Choice Questions | | | | | |
| 1. | A | 3 | ABS.05.02.02.b | | |
| 2. | C | 3 | CRP.08.02.01.b | | |
| 3. | B | 3 | CRP.04.03.02.c | | |
| 4. | D | 3 | CRP.04.03.02.c | | |
| 5. | A | 3 | CRP.04.03.02.c | | |
| 6. | D | 3 | CRP.02.02.01.b | CRP.04.03.02.c | |
| 7. | A | 3 | CRP.05.02.01.b | | |
| 8. | A | 3 | ABS.01.01.01.c | | |
| 9. | B | 3 | ABS.05.01.02.b | ABS.05.01.01.c | ABS.01.01.01.b |
| 10. | D | 3 | ABS.05.02.02.c | | |
| 11. | C | 3 | | | |
| 12. | D | 3 | | | |
| 13. | B | 3 | | | |

| Question | Answer | Point Value | Standard | Standard | Standard |
|------------------------|--------|-------------|-----------------|----------------|----------------|
| Essay Questions | | | | | |
| 14. | C | 3 | ABS.04.03.01.a | | |
| 15. | C | 3 | ABS.05.02.01.b | ABS.05.02.01.a | |
| 16. | D | 3 | ABS.05.02.01.b | CRP.02.02.01.b | ABS.05.02.02.b |
| 17. | B | 3 | ABS. 05. | | |
| 18. | A | 3 | ABS 05.04.02.c | | |
| 19. | D | 3 | ABS 05.04.02.c | | |
| 20. | C | 3 | ABS 05.04.02.c | | |
| 21. | A | 3 | CRP 04.01.02.b | | |
| 22. | B | 3 | ABS.01.01.01.b | | |
| 23. | E | 3 | ABS.05.03.01.b | | |
| 24. | A | 3 | ABS. 04.02.02.c | | |
| 25. | A | 3 | | | |

Short answers:

1. Feature – an attribute of your product, what it does or how it works
Benefit – what the product does, helps me or good for me or my business

2. Pre-call plan –
 - A. Rapport building –
 - B. Qualifying (determine needs/wants)
 - C. Assess needs/probing
 - D. Sales pitch / product demo
 - E. Handling objections
 - F. Closing
 - G. Follow-up

3. product price, placement promotion



2022 Agricultural Sales Test Questions

For Questions 1-21 please pick the best answer for each question.

1. Mr. Johnson indicates it would be nice if he could complete the plowing in less time. This is an example of? (4 pts.)
 - a. a customer's dream
 - b. a customer's wants**
 - c. a customer's needs
 - d. customer's wish
 - e. none of the above

2. Your employer adopts new customer service guidelines indicating that you, the salesperson, will have some leeway in making decisions on customer returns and settlements. What are some criteria you should utilize as you make these decisions? (4 pts.)
 - a. if the product was used correctly
 - b. that the customer must be kept happy
 - c. the financial impact of the decision on the company and the customer
 - d. would this satisfy the customer
 - e. both a and c**

3. The price of your product has increased 37.3 % over the last month. How do you deal with this and the resulting customers' frustration? (4 pts.)
 - a. explain how the features of your product produce an economic benefit**
 - b. join with the customer in expressing your frustrations with the company
 - c. offer to sell them less product
 - d. all of the above

4. As your company release's a new product line, what should you do to prepare first? (5 pts)
 - a. a. look at the price of the product
 - b. b. identify potential customers for the product
 - c. c. research the product**
 - d. d. all of the above
 - e. e. none of the above

5. Which of the following is not a step in the buying process? (5 pts)
 - a. Need recognition
 - b. Information search
 - c. Product presentation
 - d. Examine alternatives
 - e. Purchase choice

6. As a salesperson you want customer complaints because otherwise unhappy customers just go somewhere else? (4 pts.)
 - a. True
 - b. False

7. People get upset with a product or company because: (4 pts.)
 - a. Their expectations were not met
 - b. Their integrity is questioned
 - c. They don't feel like you listened
 - d. All of the above
 - e. Option a and c

8. Conducting an external analysis of opportunities for growth and threats to a companies success would be (4 pts.)
 - a. Competition Analysis
 - b. Succession Plan Analysis
 - c. SWOT Analysis
 - d. Kinesics Analysis
 - e. None of the above

9. Marketing mix includes the following (4 pts.)
 - a. Person, product, place, promotion, price and packaging
 - b. Product, price, place, promotion and packaging
 - c. Person, product, price, place, and promotion
 - d. Product, price, promotion, and people
 - e. None of the above

10. Erica tells a prospective customer that the Accuration Finisher 44 will regulate the number and size of meals the cattle consume throughout the day. This is an example of... (4 pts.)
 - a. A feature
 - b. A benefit
 - c. An advantage
 - d. A value aspect

11. Which of the following is not a type of active listening? (4 pts.)
- a. Sub-verbal cues (say I see or go on)
 - b. Ask Clarifying Questions
 - c. Check your cell phone
 - d. Summarize
 - e. Ask open ended questions
12. The company that ships your supplements has informed you they will increase their rates by \$15 per ton. How can you address this? (4 pts.)
- a. Ignore the information
 - b. Pass the costs on to the customer
 - c. Cut the price of your product
 - d. Include your competitor's products in price comparisons
 - e. All of the above
13. 17. In building rapport, is adjusting your social style to accommodate the customer a form of manipulation? (4 pts.)
- a. True
 - b. False
14. Customer Miller seems to become more distant and uncomfortable in their interaction with you. How do you re-establish the rapport with them? (5 pts)
- a. Attempt to spend face to face time to listen to his concerns
 - b. Realize that he will no longer be a customer
 - c. Challenge him on his views
 - d. Ignore the situation as he has been a long-term customer
 - e. None of the above
15. The farm price of beef has dropped 10%. What is the effect on input purchases for cattle farmers? (4 pts.)
- a. They will purchase less feed
 - b. They will purchase a higher value feed that costs significantly more
 - c. They will reevaluate their feed input costs to maximize value and attempt to lower input costs
 - d. They will maximize production no matter the cost of inputs
 - e. None of the above
16. The _____ and _____ of your product would be utilized when addressing customer objections. (4 pts.)
- a. Features, benefits
 - b. Cost, expense
 - c. Rapport, introductions
 - d. Features, cost
 - e. None of the above

17. An experienced salesperson listens to a customer's objections/questions and knows that they are (4 pts.)
- Potential deal-breakers
 - Potential indications of a customer's interest/concern
 - Issues that must be aggressively countered
 - Non-issues
 - All of the above
18. Prospecting involves many activities. Among them is evaluating a business for its potential as a customer. Which of the following is not essential in the evaluation process? (4 pts.)
- Reputation
 - Longevity/history
 - Profitability
 - Internet/Website Presence
 - None of the above
19. Which product contains Purina Intake Modifying Technology and is a high protein feed that can be mixed with corn and fed through a self-feeder. (5 pts)
- Accuration® Finisher 44
 - Accuration® Balancer 26
 - Steakmaker® Bal 25
 - SteakMaker® 40-20
20. Your customer is finishing his cattle feeding a mixture of corn, distillers grains (by product Feeds), and some corn silage as a forage. He would like a low inclusion supplement to add to his mix. Which product would you suggest? (5 pts)
- Purina® Stress Tub
 - Accuration® Balancer 26
 - Steakmaker® Bal 25
 - SteakMaker® 40-20
21. You are talking to a prospect, and they would like to use a beef supplement for their growing cattle that contains no Non-protein nitrogen or Urea. Which feed would you discuss? (5 pts)
- Accuration® Grower R125
 - Accuration® Balancer 26
 - Steakmaker® Bal 25
 - SteakMaker® Grower 36-0 R200



Agricultural Sales Exam 2023

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Name: _____

State: _____

Team Number: _____

Select the best answer from the alternatives provided for each question and bubble your answer on the scan sheet.

Total points possible - 120

Multiple choice questions

Total Points – 54 points

1. The following are examples of indirect selling responsibilities except (3 points)
 - a. Handling complaints
 - b. Maintaining open communication
 - c. Staying current on technical information
 - d. Keeping in contact with experts
 - e. Continuing education at the local university

2. People generally buy to satisfy a (3 points)
 - a. Real or perceived need
 - b. Their egos
 - c. To become more progressive
 - d. To become an early adopter of a new product
 - e. None of the above

3. Basic goals of communication for a salesperson includes the following (3 points)
 - a. Create an awareness of the product
 - b. help the prospective buyer develop an understanding of the product
 - c. what the product can do for the prospective buyer
 - d. all of the above
 - e. none of the above

4. The sales presentation is a series of steps that must be (3 points)
 - a. outlined prior to having a conversation with a prospective buyers.
 - b. presented in a logical order based on feedback from the customer.
 - c. followed loosely depending on what the prospective buyer says during your presentation.
 - d. constrained by a specific time limit, generally 15 minutes or less
 - e. none of the above.

5. Most companies exhibit at farm or trade shows to (3 points)
 - a. Give the company exposure as part of the competitive agriculture community
 - b. Collect names of prospective buyers
 - c. So, salespeople may meet and socialize with friends and family
 - d. Compare their products with their competitors' products
 - e. Both a & b

6. Handling customer complaints is mainly the responsibility of the (3 points)
 - a. Salesperson
 - b. Complaint Personal
 - c. Chief Executive Officer
 - d. Chief Financial Officer
 - e. Salesperson's Regional Manager

7. What is the purpose of an "intent statement" made by a salesperson? (3 points)
 - a. Telling the potential buyer why they need your product.
 - b. Sets the stage by reducing fear and generating trust with the potential buyer
 - c. Sets the stage to close the sale right away with the potential buyer.
 - d. Sets the stage to overcome objections with the potential buyer.
 - e. Sets the stage to become the number one salesperson with the potential buyer.

8. When dealing with an emotionally charged customer, the salesperson should (3 points)
 - a. Remain calm
 - b. Listen carefully
 - c. Ask questions for clarity
 - d. Take good notes
 - e. All of the above

9. What does the salesperson do when the customer is "completely wrong"? (3 points)
 - a. Listen carefully and dispute what they are saying.
 - b. Let the customer know they are wrong by clearly telling them at both the beginning and end of the conversation.
 - c. Maintain the customer relationship by following the rule "the customer is always right" rule.
 - d. Maintain the customer relationship, without compromising the company policies.
 - e. Get the company lawyers involved.

10. Which of the following are the proper steps to dealing with customer complaints (5 points)
- Accept Responsibility, Respond, Resolve
 - Be Proactive, Be Attentive, Be Responsive
 - Recognize, Respond, Resolve
 - Avoid, Refrain, Redirect
 - All of the above
11. Which answer is not a type of close? (3 points)
- Direct Close
 - Choice Close
 - Balance Sheet Close
 - Assumptive Close
 - Elevator Close
12. Which of the following is not a trial close? (3 points)
- Would that meet your needs?
 - Can I order you, 4 or 5?
 - How does that sound?
 - Would this work in you operation?
 - Does that fit your packaging concerns?
13. Which of these is not an active listening skill? (3 points)
- Explaining
 - Paraphrase
 - Clarify
 - Ask open ended questions
 - Summarizing
14. Ms. Jones wants to finish planting before it rains on Friday. On Monday, she calls to order more seed to be delivered tomorrow. The delivery time is: (3 points)
- A customer's dream
 - A customer's wants
 - A customer's needs
 - A customer's wish
 - A customer's demand

15. What are the three tolerances of Enlist Soybeans? (5 points)
- Dicamba, glyphosate, glufosinate
 - 2,4-D choline, glyphosate, glufosinate
 - 2,4-D, glyphosate, FOP
 - Dicamba, 2,4-D, Gramoxone
 - All of the above
16. CRM is defined as? (5 points)
- Corn Relative Maturity
 - Calculated Recorded Maturity
 - Comparative Relative Maturity
 - Comparative Relative Margin
 - Calculated Ratio Margin

True/False

Total Points – 22 points

17. T F Salespeople must be able to overcome the potential buyers' objections prior to trying to close the sale. (2 points)
18. T F Salespeople should be completely focused with potential buyers. (2 points)
19. T F Building a strong rapport with customers is an important part of being a salesperson. (2 points)
20. T F Beginning a sales meeting or call with a rehearsed presentation is the preferred way to begin when dealing with new clients. (2 points)
21. T F Salespeople must be resilient to overcome rejection. (2 points)
22. T F Customer service includes listening to the customer and giving them what they believe is fair. (2 points)
23. T F Customer service is the act of providing support to both prospective and existing customers. (2 points)
24. T F As a salesperson, success can lead to failure; Success leads to confidence, Confidence leads to arrogance, Arrogance leads to leads to complacency, and Complacency leads to failure. (4 points)
25. T F An effective salesperson knows when a prospective customer's objections are superficial and can move directly into closing the sale. (2 points)
26. T F The amount of authority a salesperson may have to resolve a customer complaint varies drastically by industry, company, seniority, and situation. (2 points)

Name: _____ State: _____

Essay Questions

Total Points – 44 points

27. What does an upset customer want? (5 points)
28. Describe 5 indicators from your customer which indicates that a trial close should be initiated. (15 points)
- 1.
 - 2.
 - 3.
 - 4.
 - 5.
29. How does a salesperson determine a customer's needs and wants (6 points)
30. List and define 6 of the steps in the sales process. (18 points)
- 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.

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AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

Created: Jul-24

General Knowledge Exam Key

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

| | | | | |
|-----|---|--|--|--|
| 26. | T | 3 | | |
| 27. | To be listened to or complaint heard. | 5 | | |
| 28. | States: 1. "I think I could use this product" 2. "This could save me money" 3. "I have seen my neighbor use this and I like it" 4. "I want to use this" 5. Customer makes positive comments about features and benefits. | 15 points; 3 points /part | | |
| 29. | Ask questions and listen to the answer | 6 points, 3 points/part | | |
| 30. | 1) Opening/ introduction, 2) build rapport-discussing personal questions, 3) ask probing questions/discovering needs and wants- asking questions, 4) presentation/demonstration of features and benefits, 5) trial close, 6) handling objections, 7) closing the sales, 8) follow up | 18 points; 3 /answer; 1 point for listing (6 points) and 2 points for defining | | |