

Name _____ Participant Number: _____ State Number: _____

**2016 National FFA Agricultural Sales Career Development Event
Written Examination**

George Jacobs is a commercial grass and alfalfa grower. He harvests 900 acres of alfalfa another 100 acres of grass and mixed forages. George has other cropping enterprises so he is very busy. He has a wide range of customers that buy product from him ranging from small horse operations to large dairy farms. George is looking for a new baler

1. What are two open-ended questions and two closed-ended questions you could ask Mr. Jacobs in order to establish rapport with him? (8pts) CS.01.02.01C, CS .02.02.03.B, CS.01.02.02.A, ABS.06.05.01.B, ABS.06.05, ABS.06.05.02.B

2. Besides price, what are two objections you anticipate that George will have? (4pts)
ABS.06.05.03C, ABS.06.05.01.A

Tractor size

Transport and bale kind

3. What are four probing questions you could ask to determine his needs and wants? (8pts)
ABS.06.05.03C, ABS.06.05.02.B, ABS.06.05.01.A, CS.01.02.01.A

4. Given the information above, what product would you suggest for Mr. Jacobs and why?
(4pts) ABS.06.05.03C, ABS.06.05.02.B, , ABS.06.05.01.A, CS.01.02.01.A

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5. Leroy has explained to his sales manager that Mr. Smith is very elusive and avoids appointments. He has successfully evaded Leroy and several other sales people from the company. Mr. Smith would be a very big account. Recently, Leroy learned from one of his current customers that Mr. Smith is an avid collector of Ford Thunderbirds. So Leroy looked up the names and meeting times of all of the “thunderbird clubs” in town and began attending their meetings during the evening. Eventually, he encountered Mr. Smith and got an appointment. This is an elaborate example of which of the following sales techniques? (4pts) CS.02.04.02.C

- a. goal-setting
- b. sales strategy
- c. wasting time
- d. human interest

6. Young sales people often have a hard time understanding that they should know as much about their customer’s business as possible. One agribusiness sales person often checks commodity prices several times a day. (3pts) ABS.01.01.01C

- a. He is watching his investments.
- b. Wants to know impact of commodity supply and demand on customer’s cost structure.
- c. Wants to be able to anticipate “price” moves that will impact his company.
- d. Just following a hobby.

7. Credit is... (4pts) ABS.04.01.01B

- a. only for banks to grant.
- b. never offered to a customer by a sales person.
- c. providing product to a proven customer to be paid at a specific date.
- d. a way of providing product to a customer who cannot afford it.

8. As a sales person, what is a method you can use to help maintain relationships with your customers. (4pts) ABS.06.05.01B

- a. follow-up with customers
- b. product summary
- c. payment collection
- d. establish features and benefits of your product

9. You are selling 50 pound bags of beef feed. The feed retails for \$14.50/bag. The company margin is \$2.00/bag. You as a sales person offer a large but difficult customer a discount and sell the product for \$12.00/bag. At the end of the week your sales manager informs you that he is not happy with your sale. Why? (4pts) ABS.04.01.02B

- a. You made sale and gained a difficult customer.
- b. You made sale but lost money for company.
- c. You made sale and gained a commission.
- d. You made sale without manager's assistance

10. Costco (trademark) discount stores have a simple pricing system. They price all products as follows: "cost + 15% = price." (3pts) ABS.04.01.02B; ABS.04.01.02B

- a. this is their competitive advantage
- b. this is their comparative advantage
- c. this sets their product margin
- d. none of the above

11. Sales people are important to a corporate enterprise because... (4pts) CS.02.05.03C; CS.03.01.03C

- a. someone has to take product orders
- b. no product ever sold itself
- c. someone has to discover how the external economy is going
- d. someone has to develop golf skills to represent the company

12. A good product demonstration often involves... (3pts) CS.02.02.02C

- a. a professional sales approach
- b. a well-rehearsed presentation
- c. showmanship
- d. all of the above

13. Not all customers or potential customers play fair or by the rules of the game. Some customers are inclined to use or manipulate young sales people. Which of the following is an example of the "dirty" tricks customers can use? (4pts) CS.02.04.02C

- a. free consulting request before a sale will be granted
- b. asking questions during the sales demonstration
- c. giving and objection during the sales call
- d. all of the above
- e. none of the above

14. A cold sales call is always a challenge for a sales person; the task is not easier when it is done by telephone. When talking to the potential customer on the telephone, you should... (4pts)ABS.06.03.01B; ABS.06.05.02C; CS.03.01.03C

- a. make a personal appointment as quickly as possible.
- b. know what you want to say and listen to responses to guide your presentation.
- c. know what you want to say and don't allow yourself to be distracted during call.
- d. know your product and match it to person's needs.

15. Sometimes you plan your sales approach with a new customer to efficiently use the time she has promised you; however, circumstances intervene and you discover that you have to make an "elevator pitch." This means...in the time it takes an elevator to go from first to fourth floor...what should you do with the time available...(4pts)CS.01.01.03C; CS.02.02.02C; CS.02.05.03C

- a. talk as fast as possible, to get your thoughts in
- b. settle on who you are and why you are there
- c. settle on who you are and what you can do for her company
- d. all of the above

16. A good salesperson should always be aware of events that may impact sales. For example, recently the cost of shipping corn was less expensive when shipped from South America to the Mid-western United States than from the Southern states in the U.S. This is example of... (3pts)ABS.01.01.01C; ABS.06.01.01A

- a. excess supply
- b. excess demand

17. "Shall I start to write the order?" Is an example of... (3pts)ABS.06.05.03C; CS.01.01.03C

- a. a sneaky approach
- b. a summary close
- c. an open-ended question
- d. a trial close

18. Harold Parr, a farm equipment sales representative, eagerly signs up to participate in the local agricultural association's golf tournament. This activity is viewed by his sales manager as... (3pts)CS.02.02.01C; CS.02.04.02C; CS.02.05.03C

- a. self-improvement
- b. prospecting
- c. cold call opportunity
- d. a waste of time

19. The material you purchase at a Tractor Supply store is very similar to what could be purchased at a Home Depot store; however, Tractor Supply “prides” itself in providing all the equipment and supplies for people who know what they are doing, as opposed to do-it-yourselfers. This is an example of... (4pts)ABS.06.03.01B; ABS.06.01.01A; ABS.06.02.01C

- a. niche marketing/merchandising—“know your customer.”
- b. inventory expansion – “know your customer.”
- c. cost cutting – “help your customer.”
- d. sales inflation – “who is our customer?”

20. Cheyenne’s company merged with another agriculture company and after the most recent sales meeting her new manager praised her for exceeding her quarterly sales objective and expressed a desire for her to expand the market for the new products that will be available from the merger. Cheyenne is one of the best sales people in her region. She decides to act on the suggestion of her manager. (4pts)ABS.06.03.01B; CS.02.05.03C; CS.01.03.04B

- a. She is going to use the opportunity provided by the merger to set a new sales strategy
- b. She is not going to use the opportunity provided by the merger and will continue to exceed her sales goals with current products.
- c. She is going to look for a new job because her work load has increased.
- d. She has experienced this situation before and will “wait and see.”

21. Madison recently had her sales territory expanded. One evening she looked at last year’s sales for each of her customers (new and old) and discovered that the “80/20 rule” was evident. This meant that 80% of her sales came from 20% of her customers. She will pay special attention to their needs. However, her problem is what to do with the other 80% of her customers. This is an example of...(3pts)CS.02.03.03C; CS.02.04.02C; CS.01.01.03C

- a. Ignoring people who are wasting your time.
- b. Carrying on with your sales territory.
- c. Qualifying her customers by sales potential.
- d. Hiring a sales consultant to review data

22. It is a standard axiom in sales that “one does not speak poorly of competitors.” Why? (4pts)CS.02.02.02C; CS.02.02.03C; ABS.02.02.02C

- a. You may be offered a job by one of them
- b. It reflects more on you as a person than your competitors
- c. They don’t care what you say about them
- d. Your product is always superior

23. "Buyer's remorse" is an example of what phenomenon? (3pts)ABS.06.05.03C;
ABS.06.05.01B; CS.03.01.03C

- a. Sticker Shock
- b. Presale apprehension
- c. Denial of loan
- d. Post-sale reaction

24. The features-benefits sales presentation is... (4pts)CS.03.01.03C; ABS.06.05.02C;
CS.02.02.02C

- a. an exhaustive list of product components
- b. a matching list of positives and negatives of your product and competitors
- c. a tailored list matched to customer's needs
- d. a comprehensive list of components and customer needs.

25. Awareness of business principles is important for all employees, especially people in sales because they often have a direct measurement of some business standards. For example, a concept of return on investment for a sales person would be... (4pts)ABS.04.01.03A

- a. sales revenue is greater than sales person's salary + benefits + training costs
- b. sales revenue is greater than cost of product + marketing + distribution costs
- c. sales profits exceed costs
- d. return on investment is less than cost of capital

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National FFA Agricultural Sales Career Development Event

Ag Sales Examination 2017

Short Answer Essay Questions. Use product and sales technique knowledge to answer the following questions

1. During a sales call conversation the customer says, " I don't see a need for this product on my farm." What listing technique would you use to organize your response and what open-ended question would you use to respond? (8 pts.)

2. Provide two open-ended questions and two close-ended question that could be asked of a potential customer. (8 pts.)

3. What specific components, that is list the seven steps, involved in a sales call?
(8 pts.)

Multiple Choice Questions: Select the **best** answer from the alternatives provided for each question.

4. Customer Classification Systems are used for which of the following purposes? (ABS 05.02.01c, ABS 01.01.01c, ABS 04.02.02c) (3 pts.)

- a. A means of identifying “bad” customers.
- b. A means of qualifying customers.***
- c. A means of assessing a customer’s personality.
- d. A means of controlling the buying process.

5. When confronted by a dominating customer, it is a good sales technique to do which of the following? (ABS 05.02.02b) (4 pts.)

- a. Let the customer do all of the talking.
- b. Present your information quickly.
- c. Make them feel important by nodding in agreement.
- d. All of the above.***

6. What is the most frequent mistake made by new sales people? (ABS 01.01.01c; ABS 04.02.01b) (3 pts.)

- a. Pushing too hard to get the sale.
- b. Using a negative close on a customer.
- c. Ignoring a customer’s needs or questions.
- d. Failure to close the sale. ***

7. A “cold call” is... (ABS 05.02.02c; ABS 05.02.01b) (3 pts.)

- a. A visit with a potential new customer.
- b. A telephone call establishing an interest in your company and/or product.
- c. A conversation at a local trade show with a non-customer you just met..
- d. All of the above***

8. “Shall I start your order with the product you just mentioned?” This is an example of what sales technique? (ABS 05.02.01c; ABS 05.02.01b) (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.

9. The “margin” in a product’s price is best described below as... (ABS 01.01.01b) (3 pts.)

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

10. If using active listening skills correctly, the salesperson will direct the flow of the sales call? (CRP 04.03.02c, CRP 04.03.01b) (4 pts.)

- a. True
- b. False***

11. Dan is the top sales person for a large farm equipment company. During a recent visit to his dad’s farming operation, an Illinois corn and soy bean farm, his father was unhappy with the depressed prices for corn. Dan jokingly suggested that maybe they should not sell the corn but use it for ethanol production. This suggestion is an example of what agribusiness approach? (ABS 04.02.02b; ABS 04.02.01c) (3 pts.)

- a. Why Dan is in sales and not farming.
- b. Developing a different value added product for the farm***
- c. A means of getting his father to change the subject.
- d. An impractical suggestion.

12. Marlene recently used her sales bonus to purchase an iPad to use with her company-provided laptop computer. She felt this was a good personal investment to use on the job. How would this purchase be helpful to her? (ABS 05.02.01b; ABS 05.02.02b; ABS 01.01.01b) (3 pts.)

- a. She could use it to converse with friends and share photos.
- b. It would be a good device to build rapport with her customers.
- c. It would improve her sales presentations***
- d. It would be a good way of completing her sales expense report.

13. 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 01.01.01c; ABS 01.01.01b; ABS 04.02.02c) (4 pts.)

- a. a great help
- b. a return on equity
- c. a return on investment***
- d. will increase work load

14. Melinda was on her way home after a long but productive day. She was looking forward to a great evening with friends. Her telephone rings, it is her boss. One of her customers needs some new product for his business this evening. Melinda always ends her sales calls with, "...you won't be disappointed with our service. We deliver." What action should she take? (ABS 05.02.02b; ABS 05.03.02c) (4 pts.)

- a. Make the delivery. Friends will wait. Keep your word. ***
- b. Call one of her colleagues whom she has helped in the past to make the delivery.
- c. Call client and tell him that she will be at his business first thing in the morning.
- d. Make the delivery and point out that she is going out of her way for him.

15. Effective sales calls have the following attributes: (ABS 05.02.01c; ABS 05.03.02c) (4 pts.)

- a. effective, dynamic and focused
- b. dynamic, focused and price-oriented
- c. short, dramatic and attention-getting
- d. short, focused and needs-based***

16. A market plan is important to sales. How? (ABS 04.02.02c; ABS 05.01.02b) (3 pts.)

- a. It is determined by product's market.
- b. It is determined by a response to supply and demand.
- c. It demonstrates where resources should be allocated to support sales. ***
- d. It demonstrates where the sales staff has not concentrated their efforts.

17. Derrick was having a constructive sales meeting with one of his favorite, long-time customers when the customer's son came into the meeting. The son took the opportunity to complain about the last product's delivery and condition. This is just another example of... (ABS 05.02.02b; ABS 04.02.01c) (4 pts.)

- a. The trials and tribulations of sales people
- b. An opportunity to handle an objection with someone close to the products use. ***
- c. The end of the sales meeting and a need to set up the next appointment.
- d. Another opportunity to cover the features and benefits of the product.

18. Which of the following is **NOT** a reason listening is so difficult for a salesperson? (CRP 04.03.01b, CRP 04.03.02b) (4 pts.)

- a. They are bored.
- b. They are nervous and are preparing the next thing they want to say.
- c. They are listening for a fact to ask a question about. ***
- d. They feel they already know what the customer is telling them.

19. An elevator pitch is... (ABS 05.03.02c) (3 pts.)

- a. a sales approach that builds to top benefits during presentation.
- b. a sales approach designed for chance encounters in an elevator.
- c. a direct, "in your face" presentation.
- d. a short, concise, focused sales presentation. ***

20. Which list contains a few of the different types of closes? (ABS 05.02.02c; ABS 05.02.01b) (3 pts.)

- a. Direct close, Summary Close, Door Close, Quick Close
- b. Direct close, Assume close, Choice close, Special Feature close***
- c. Summary close, Assume close, Choice close, Quick close
- d. Handshake Close, Door Close, Choice Close, Summary Close

21. Millicent has joined the accounting department. Her first assignment is to calculate the cost of goods sold last year. (ABS 01.01.01b; ABS 04.02.01b) (3 pts.)

- a. Cost of raw material + cost of production + added margin
- b. Cost of raw material + cost of production + cost of sales and administration
- c. Cost of raw material + cost of production + cost of sales/admin + cost of returns***
- d. Cost of raw material + cost of production

22. If a sales person receive a 1% commission for all goods sold over \$100,000, Ralph's commission for March for selling \$150,000 of goods will be... (ABS 01.01.01c; ABS 05.02.01b) (4 pts.)

- a. (\$150,000 - \$100,000) times 0.01***
- b. (\$150,000 - \$100,000) times 10%
- c. (\$50,000) times 10%
- d. (\$50,000) times 0.1

23. This pricing strategy is based on what the average target customer will pay regardless of the cost of production. (ABS 01.01.01c; ABS 05.01.01b) (4 pts.)

- a. Value-based pricing***
- b. ROI pricing
- c. Going-rate pricing
- d. Mark-up pricing

24. One sales technique involves concluding a sales call with the suggestion that the offer is available for a limited time only. (ABS 05.03.02c) (3 pts.)

- a. This creates ambiguity with buyer and allows you to intervene.
- b. This provides leverage to buyer.
- c. This creates a sense of urgency for the buyer.***
- d. All of the above.

25. Which factor is **NOT** a buying behavior represented by a self-esteem need? (ABS 05.02.01c) (3 pts.)

- a. buying chemicals to have clean fields in crop production
- b. Buying land to keep up with the neighbors ***
- c. Buying feed to have the highest rate of gain in livestock production
- d. Buying a product to have a high Grade of Fruit

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

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

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



AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

Created: Aug-22

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



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)