

2012 Agricultural Sales CDE Objective Exam

1. When a sales presentation is made properly, the natural conclusion to the transaction is to:
 - a. Begin to use open-ended questions
 - b. Set the follow-up meeting
 - c. Complete the paperwork
 - d. Close the deal

2. The first step in the closing pyramid is to:
 - a. Capture your prospect's attention
 - b. Ask for the sale
 - c. Build rapport
 - d. Demonstrate your product or services based on specific needs

3. Customers are most likely to buy from a salesperson:
 - a. That they trust
 - b. That knows the most about the product they want
 - c. That gives the best free trial
 - d. That is the most forceful

4. A rule of thumb in sales is that the salesperson should:
 - a. Always dress at the same level as the customer
 - b. Always dress one level below that of the customer as to make them feel superior
 - c. Always dress one level above the customer
 - d. Never worry about how to dress

5. Which of the following is a way that a sales representative can build trust?
 - a. By the amount and quality of information that the decision-maker received from the representative
 - b. By the representative allowing the customer to become part of the selling process
 - c. By the number of personal contacts that were made with the prospective buyer
 - d. All of the above

6. Sales studies indicate that it takes an average of:
 - a. 2 – 4 contacts before a sale can be effectively closed
 - b. 5 – 6 contacts before a sale can be effectively closed
 - c. 9 – 12 contacts before a sale can be effectively closed
 - d. 18 – 22 contacts before a sale can be effectively closed

7. Which of the following is an example of a softening tool used to build rapport with potential customers in an introductory letter?
 - a. Mentioning a referral
 - b. Listing the price of the product
 - c. Requesting the sale
 - d. All of the above

8. In an effective sales interview, researchers recommend that the salesperson:
 - a. Should talk about 80% of the time
 - b. Should allow the prospect to talk 25% to 30% of the time
 - c. Should allow the prospect to talk 60% to 70% of the time
 - d. Should talk about 80% to 90% of the time

9. What is one recommendation to use to keep your prospect talking during the rapport-building portion of a sales meeting?
 - a. Ask for the sale right away
 - b. Use light probing by asking open-ended questions
 - c. Tell personal stories that relate to the prospect
 - d. Use closed-ended questions to get to the close right away

10. Which of the following is an example of a provocative question?
 - a. "What do you like to do in your spare time?"
 - b. "What is one reason that you are interested in our product?"
 - c. "Why are you dissatisfied with your current vendor?"
 - d. "If you felt you could decrease your input costs and increase the quality of your outputs, would you consider purchasing our product and services today?"

11. Why would a salesperson use a 'take-away' transition in a sales presentation?
 - a. It helps the salesperson to transition directly to the close
 - b. It helps transition from the rapport-building stage to the in-depth probing stage
 - c. It provides an opportunity for the salesperson to give a large amount of information
 - d. It gives the prospect something of monetary value to take with them

12. One of the biggest traps in using a provocative question with a prospect is called the:
 - a. Product or Service Trap
 - b. Buy or Sell Trap
 - c. Close or Go Hungry Trap
 - d. Benefit or Need Trap
 - e. Indirect Sales and Service Trap

13. A salesperson should discuss their company's product:
 - a. Before light probing begins
 - b. As the initial part of the sales presentation
 - c. Before the customer can discuss any complaints about it
 - d. After the salesperson knows the prospects wants and needs

14. Using a provocative question and takeaway transition together:
 - a. Provide a nearly fool-proof close
 - b. Allow the salesperson to remain in control
 - c. Help to uncover the prospect's basic needs
 - d. Allow the customer to take control of the sales interview
 - e. All of the above

15. What is the best method to deal with negative opinions of your company's products or services brought up by the prospect?
 - a. Tell the prospect that you are sorry for the problem and that it will never happen again
 - b. Tell the prospect that you will get someone else to handle the problem for them
 - c. Deal with the problem directly yourself
 - d. Ignore the problem as it will eventually go away
 - e. Redirect the prospect to realize that the problem was really no big deal

16. What is the best way to handle negative comments about the competition?
 - a. Ask questions tactfully about what the prospect disliked
 - b. Never agree with the prospect's negative comments
 - c. Use the term 'appreciate' when showing empathy for the prospect
 - d. All of the above

17. Which of the following best defines the “Law of Psychological Reciprocity”?
 - a. Passive Salesmanship
 - b. Active Listening
 - c. Light Probing
 - d. Hard Closing

18. Which of the following is not an element of a closing demonstration?
 - a. Focuses on customer benefits previously identified in the sales presentation
 - b. Gives solid proof of the worth of the benefits demonstrated
 - c. Uses visual aids to enhance the sales process and give prospects a vision of worth of a product being sold
 - d. Assesses the prospect’s feelings about what he or she has been shown and told
 - e. Focuses on price of the product or service being presented

19. Which of the following would be the best example of a trial close?
 - a. “Do you feel this product could help you reduce your input costs?”
 - b. “Why do you want to buy this product?”
 - c. “I can provide you with the best service in the industry, don’t you agree?”
 - d. “I would never want to do business with Company XYZ, would you?”

20. Which of the following determine a true prospect?
 - a. Someone who has a need for your product
 - b. Someone who has the authority to purchase your product
 - c. Someone who has the money to pay for your product
 - d. All of the above

21. When providing alternatives to a potential prospect, it is best to use the:
 - a. Rule of Two
 - b. Rule of Three
 - c. Rule of Four
 - d. Rule of Five

22. When a salesperson explains to a customer that in any sound sales transaction, both parties should benefit. This is an example of using:
 - a. Maslow’s Hierarchy of Needs
 - b. Bloom’s Taxonomy
 - c. Mutual Reward Theory
 - d. Prospect Guilt Anxiety

23. Why do experts claim that professional salespeople welcome periods of economic downturn?
 - a. Profit margins tighten and challenge them to sell more
 - b. Average and below average salespersons get frustrated and leave the market, leaving more room for professional salespeople
 - c. Middle managers are laid off providing less supervision of salespeople
 - d. Salespeople are laid off and can apply for unemployment

25. In handling customer objections you should:
 - a. Argue with the customer
 - b. Downgrade your competition
 - c. Show empathy
 - d. Turn your customer’s objections into positive selling points

26. The best way to handle a difficult customer is to:
 - a. Let the customer talk through their anger
 - b. Speak back to the customer the way he/she speaks to you
 - c. Become distant and less communicative
 - d. Disarm the customer by challenging them
 - e. All of these

27. If you were to ask a customer; "How would you like to handle the financing?" You are most likely doing what?
 - a. sealing the deal
 - b. seeing if the customer wants to put the item on layaway
 - c. waiting for the payment for the purchase
 - d. attempting a trial close

28. Why is it important to qualify a prospect on the telephone?
 - a. Personal sales visits are becoming more expensive
 - b. The prospect cannot see you and make initial judgments
 - c. A telephone call is always much faster
 - d. There is a higher likelihood that you will make the sale over the phone

29. Which of the following would be a 'gatekeeper' that a salesperson would need to talk to when making a cold call?
 - a. A receptionist
 - b. A secretary
 - c. An administrative assistant
 - d. All of these
 - e. None of these

30. When making a cold call, which of the following statements would be most appropriate?
 - a. "How are you today?"
 - b. "I know that we can help your company increase its profits. Isn't that what you want?"
 - c. "What is it that you don't like about your current supplier? We can provide better services than they can."
 - d. "Mr. Johnson recommended that I contact you. He thought that my company could help you be more profitable."

31. Before you have a face-to-face interview with a prospect, it is important to:
 - a. Send them an email with a list of the product or service's benefits
 - b. Strategize the best way to approach that person to get what you want out of the appointment
 - c. Determine the customer's major objections to your product or service
 - d. Practice your sales pitch and closing lines

32. Which of the following is not one of the four components of the sales process?
 - a. Information gathering
 - b. Benefits & features
 - c. Closing the sale
 - d. Negotiating the purchase price

33. Most of the features and benefits of the products should be presented:
 - a. At the beginning of the sales presentation
 - b. Immediately after light probing
 - c. Immediately before the initial attempted close
 - d. After the prospect has indicated the product or service will meet specific needs

34. What should a salesperson do when a prospect states, "I want to think about it more"?
 - a. Continue to probe for the underlying objection to the product or service
 - b. Tell the prospect that you can come back next week
 - c. Try a harder closing technique
 - d. Tell the prospect that is a good idea and meet with him/her later

35. The three 'F's' Technique is commonly used to overcome objections. What do the three "F's" stand for?
- Freedom, Finances and Friendliness
 - Feel, Felt, Found
 - Family, Food, Finances
 - None of these
36. Which of the following has the most impact on an initial meeting with a prospective customer?
- Tone of the message
 - Words used by the salesperson
 - Body language
 - All of these are approximately of equal importance
37. Which of the following would be categorized as a customer objection?
- "I can't pay that much for your product."
 - "What are you going to do about the backorder?"
 - "The chemical you sold me is not approved for greenhouses."
 - "I would like to exchange this for the higher tech upgrade."
38. When assessing a potential customer, it is important to understand their communication style. A prospect that asks for specific details about a product, dresses conservatively, and is well organized is most likely a:
- Harmony-seeker
 - Results-seeker
 - Detail-seeker
 - Excitement-seeker
39. A prospect that wants public recognition, is enthusiastic, and does not worry about the details is most likely a:
- Harmony-seeker
 - Results-seeker
 - Detail-seeker
 - Excitement-seeker
40. A prospect who asks "Why?" wants relationships and personal guarantees is most likely a:
- Harmony-seeker
 - Results-seeker
 - Detail-seeker
 - Excitement-seeker
41. A sales "truism" states that:
- 40% of you customers provide 60% of your sales
 - 20% of you customers provide 80% of your sales
 - 60% of you customers provide 40% of your sales
 - 10% of you customers provide 90% of your sales
42. What is one good method that can be used to improve their follow-up with potential customers?
- Have the receptionist call them back the next day
 - Invest in a 'tickler' filing system
 - Place a post-it note on your calendar
 - Take a course on memory improvement
 - None of above
43. Psychologists tell us to make eye contact with the dominant eye of the prospect. Which eye is dominant in the majority of people?
- Left eye is dominant for most males
 - Right eye is dominant for most females
 - Right eye is dominant for most people in general
 - Left eye is dominant for most people in general

44. Which of the following is the best strategy for successful sales?
- Get prospects to ask detailed questions about the benefits of the product or service
 - Get prospects to talk about themselves and their needs
 - Demonstrate products and services early in the sales interview
 - Get prospects to agree with your negative assessment of the competition
 - All of the above
45. Which of the following is the best way to compete with other sales professionals?
- Be aware of what the competition is offering
 - Be knowledgeable about how your products or services compare with theirs
 - Know the advantages of working with your company
 - All of the above
46. Which of the following is not a strategy for active listening?
- Paying sincere compliments to the prospect during the sales interview
 - Nodding your head in agreement with the prospect during the sales interview
 - Paraphrasing a comment made by the prospect during the sales interview
 - Injecting your opinion of why they should purchase the product
 - None of above
47. Most people buy from their:
- intellect
 - emotion
 - subconscious
 - ability to analyze a product
48. A demonstration should always be:
- product oriented
 - service oriented
 - prospect oriented
 - salesperson oriented
49. A good sales presentation will play to the prospects _____ yet be backed up by _____.
- Emotions, feelings
 - Emotions, intellectual proof
 - Intellect, emotions
 - Intellect, financial benefits
50. Salespeople should refrain from using a close that entices
- Pity
 - A need for the product or service
 - An excitement for the product
 - Guilt by the prospect
 - A and D above

Key

1. D
2. C
3. A
4. C
5. D
6. C
7. A
8. C
9. B
10. D
11. B
12. A
13. D
14. B
15. C
16. D
17. B
18. E
19. A
20. D
21. B
22. C
23. B
24. -
25. D
26. A
27. D
28. A
29. D
30. D
31. B
32. D
33. D
34. A
35. B
36. C
37. A
38. C
39. D
40. A
41. B
42. B
43. C
44. B
45. D
46. D
47. B
48. C
49. B
50. E

2012 Iowa FFA Ag Sales (Team) Customer Scenarios

Customers:

1. This customer is a medium-sized Iowa public school district grounds keeping department that services a football and soccer field, a baseball field, softball field, numerous sports and marching band practice fields in addition to general grounds maintenance. There is extensive landscaping around the school buildings as well as the courtyard in the high school building.
2. This customer is a private membership 27-hole Country Club golf course that hosts regional youth and adult golf tournaments, weddings and reunions throughout the summer months. Annual plants and flowers are used extensively throughout the course and around the club house.
3. This customer is a family owned small Horticultural Supply Company that employs six seasonal chemical applicators. The company's gross returns are 80% Lawn and Garden and 20% Agricultural.