

## 2015 Agricultural Sales CDE Objective Exam

1. When a sales presentation is made properly, the natural conclusion to the transaction is to:
  - a. Close the sale
  - b. Set the follow-up meeting
  - c. Implement a post-approach strategy
  - d. Reassure the customer
2. Customer objections should be treated as:
  - a. A buying signal
  - b. Customer uncertainty that needs clarification
  - c. A clear indication that a sale is not possible
  - d. Warning signs for the salesperson
3. Which of the following is a common buying motive?
  - a. Comfort and convenience
  - b. Economy
  - c. Variety
  - d. All of the above
4. Which of the following best describes the manner in which a prospect should be prioritized?
  - a. In the order product request was received
  - b. By the amount of potential business represented
  - c. Based on your personal relationship with the customer
  - d. By the perceived affluence of the customer
5. Which of the following is a way that a sales representative can build trust?
  - a. By limiting the quality of information given to the decision-maker received
  - b. By the sales representative allowing the customer to become part of the selling process
  - c. By limiting the number of personal contacts made with the prospective buyer
  - d. All of the above
6. Sales studies indicate that it takes an average of:
  - a. 1 – 4 contacts before a sale can be effectively closed
  - b. 5 – 8 contacts before a sale can be effectively closed
  - c. 9 – 12 contacts before a sale can be effectively closed
  - d. 13 – 16 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. Comparing the price to the competition
  - b. Comparing the quality of the competition
  - c. Identifying a referral
  - d. All of the above
8. Which of the following best defines the “Law of Psychological Reciprocity”?
  - a. Passive Salesmanship
  - b. Light Probing
  - c. Active Listening
  - d. Soft Closing
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 should be used to determine a potential market for a new product?
  - a. Identify demographic trends
  - b. Determine potential competing businesses
  - c. Determine location of population centers
  - d. All of the above
  
11. Which of the following is an example of a provocative question?
  - a. "What do you like to do in your spare time?"
  - b. "If you felt you could increase the quality of your outputs, and decrease the cost of your inputs, would you consider purchasing our product and services today?"
  - c. "Why are you dissatisfied with your current vendor?"
  - d. "What is one reason that you are interested in our product?"
  
12. The primary purpose of the pre-approach is to
  - a. Gather information about the prospect and the company
  - b. Encourage the prospect to buy your product
  - c. Capture the prospect's full attention and build interest in the product
  - d. All of the above
  
13. A salesperson should discuss their company's product:
  - a. Before light probing begins
  - b. After determining the prospect's wants and needs
  - c. Before the customer can discuss any complaints about it
  - d. After determining the problems with the competition's product
  
14. Which of the following is a good way for the sales representative to maintain control?
  - a. Move quickly from the introduction to the close
  - b. Using a provocative question and takeaway transition together
  - c. Uncover the prospect's basic needs through probing
  - d. Allow the customer to share concerns during the sales interview
  
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 to "chill" and realize that the problem was really no big deal
  - c. Deal with the problem directly yourself
  - d. Ignore the problem as it will eventually go away
  
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. In an effective sales interview, researchers recommend that the salesperson:
  - a. Should talk about 75% of the time
  - b. Should allow the prospect to talk 15% to 25% of the time
  - c. Should allow the prospect to talk 60% to 70% of the time
  - d. Should talk about 75% to 80% of the time
  
18. Which of the following is not an element of a closing demonstration?
  - a. Focus on customer benefits previously identified in the sales presentation
  - b. Focus on price of the product or service being presented
  - 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

19. Which of the following would be the best example of a trial close?
  - a. "Do you feel this product could help you increase your input costs?"
  - b. "I can provide you with the best service in the industry, don't you agree?"
  - c. "Do you feel that this product would improve your efficiency?"
  - 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 wants your product
  - b. Someone who needs supervisory approval to purchase your product
  - c. Someone who has the money to pay for your product
  - d. All of the above
  
21. Market research is a key aspect of which point in the buying process?
  - a. Information gathering
  - b. Post-purchase review
  - c. Surveying
  - d. Sales Presentation
  
22. Mutual Reward Theory is a commonly used psychological approach in sales that states:
  - a. Both parties should benefit from a sales transaction
  - b. Sales transactions should benefit the customer more than the salesperson
  - c. Sales transactions should benefit the salesperson more than the customer
  - d. Rewards should occur outside of the sales transaction
  
23. If you were to ask a customer; "Which method of financing would work best for you?" You are most likely doing what?
  - a. Sealing the deal
  - b. Seeing if the customer wants to put the item on layaway
  - c. Asking a provocative question
  - d. Attempting a trial close
  
24. What strategy should be used to determine how the prospect feels about your suggested solution to his/her problem:
  - a. Answer objections
  - b. Ask for the sale
  - c. Ask trial closing questions
  - d. Demonstrate your product or services based on specific needs
  
25. In handling customer objections you should always:
  - a. Argue with the customer
  - b. Downgrade your competition
  - c. Show high emotion
  - d. Turn your customer's objections into positive selling points
  
26. If you make an error as a salesperson you should:
  - a. Never tell the customer
  - b. Be honest with the customer
  - c. Ignore the error as the customer will probably not determine it
  - d. Transfer the issue to the customer service representative
  
27. Professional salespeople welcome periods of economic downturn because:
  - a. Profit margins tighten and challenge them to sell more
  - b. Middle managers are laid off providing less supervision of salespeople
  - c. Average and below average salespersons get frustrated and leave the market, leaving more room for professional salespeople
  - d. Salespeople are laid off and can apply for unemployment

28. Suggestive selling is:
- Suggesting unrelated products
  - Suggesting products that relate to the original purchase
  - Suggesting products that the customer does not need
  - Suggesting products from competing companies
29. Which of the following would be a 'gatekeeper' that a salesperson would need to talk to when making a cold call?
- A spouse
  - A secretary
  - A receptionist
  - All of these
30. When making a cold call, which of the following statements would be most appropriate?
- "What's up?"
  - "I know that we can help your company increase its profits. Mr. Johnson hasn't been able to do that for you, has he?"
  - "I hear that your current supplier was having problems meeting your needs? We can provide better services than they can."
  - "Mr. Gruis 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:
- Send them an email with a list of the product or service's benefits
  - Determine the customer's major objections to your product or service
  - Practice your sales pitch and closing lines
  - Strategize the best way to approach that person to get what you want out of the appointment
32. Which of the following is not one of the four components of the sales process?
- Information gathering
  - Benefits & features
  - Closing the sale
  - Negotiating the purchase price
33. Most of the features and benefits of a given product should be presented:
- At the beginning of the sales presentation
  - Immediately after heavy probing
  - Immediately before the final close
  - After the prospect has indicated the product will meet their specific needs
34. What should a salesperson do when a prospect states, "I want to think about it more"?
- Try a harder closing technique
  - Tell the prospect that you can come back next week
  - Continue to probe for the underlying objection to the product or service
  - 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
  - Family, Finances, and Frivolousness
36. Which of the following is the best example of advertising where printed materials are sent to a potential customer's home by traditional mail?
- House to house
  - Spam
  - Direct mail
  - Market saturation

37. Which of the following would be categorized as a customer objection?
- “What are you going to do about the backorder?”
  - “The tracking number on the delivery does not work.”
  - “I would like to exchange this for the higher tech upgrade.”
  - “Your product is much higher priced than I would have expected.”
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
  - Detail-seeker
  - Results-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 your customers provide 60% of your sales
  - 60% of your customers provide 40% of your sales
  - 10% of your customers provide 90% of your sales
  - 20% of your customers provide 80% of your sales
42. Comments made about a product are usually features or benefits? Which of the following is a feature?
- Its simplicity will save you money on repairs
  - Because of its low weight, it will be easier for you to move
  - This machine comes with a quick-change coupler
  - The quick change feature allows you to change the blade in half the time
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 people in general
  - Right eye is dominant for most females
  - 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 and tell the customer its weaknesses
  - Tell the customer how your products or services are much better than specific competitors
  - Understand the warranty and refund policies of your company
  - All of the above
46. Which of the following is a strategy for active listening?
- Tell the prospect about the benefits of the product during the sales interview
  - Disagree with the prospect during the sales interview
  - Tell the customer why a comment they made was wrong during the sales interview
  - Injecting your opinion of why they should purchase the product
  - None of above
47. Customers who know what they want to buy are called \_\_\_\_\_ customers:
- Empathetic
  - Emphatic
  - Decided
  - Knowledgeable
48. A demonstration given to a potential customer should always be:
- service oriented
  - prospect oriented
  - product oriented
  - salesperson oriented
49. In taking telephone messages, you should include:
- Action to be taken, such as a call back
  - Date, time of call, and your name and initials
  - Name of person who is calling
  - All of the above
50. Which of the following would be the best example of cold calling?
- Targeting prospects in a territory who have not purchased from the company in the past
  - Asking a current customer for a referral
  - Being introduced to a prospect at a conference or meeting
  - Following up with a district sales manager's previous customer list
  - None of the above

### Answer Key

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

**Product: Cookies Brand Original Bar “B” “Q” Sauce (4-1 Gallon)**



**Price:**

\$39.50

**Cookies Website:**

<http://store.cookiesbbq.com/>

**Product Website:**

<http://store.cookiesbbq.com/store/pc/Original-Bar-B-Q-Sauce-4-1-Gal-8p40.htm>

**Potential Customers:**

1. Restaurant

This customer is a family owned restaurant with three locations in county seat communities in Iowa. The restaurant specializes in smoked meat dinners and bar-b-que sandwiches. Restaurant patrons enjoy lunch specials and evening meals in the dining room or on the patio during the summer and fall. The restaurateur and his family advertise their use of locally grown meats and some of their unique sandwiches have a “cult” following.

2. Caterer

This customer runs a sole-proprietor, start-up catering business on evenings and weekends. She/he also enjoys operating his/her catering trailer “Chuck’s Wagon” at events in a three-county area. She/he currently uses 18 ounce bottles of bar-b-que sauce purchased in bulk from a wholesale shopping “club.” Her/his short term goal is to purchase a second “wagon” and hire her/his cousin to increase her/his sales territory.

3. Small Grocery Store

This customer is a small chain grocery store in a suburban area near a large metropolitan Iowa community. The store has a small meat counter, sells a limited variety of 18-ounce bottle bar-b-que sauces, and participates in numerous community events. The store supports a local charity with special lunch grill-outs twice monthly with all profits being donated to the charity. The manager of the store grew up and was trained by the chain in Philadelphia.