

2017 Agricultural Sales CDE Objective Exam

1. When a sales presentation is made properly, the natural conclusion to the transaction is to:
 - a. Begin the formal demonstration
 - b. Close the sale
 - c. Explain the benefits over the competition
 - d. Set the follow-up meeting
2. Which of the following steps in the closing pyramid comes first?
 - a. Qualify the client
 - b. Ask for the sale
 - c. Determine client's needs
 - d. Demonstrate your product or services based on specific needs
3. Customers are most likely to buy from a salesperson:
 - a. That gives the best free trial
 - b. That knows the most about the product they want
 - c. That is the most forceful
 - d. With whom they have a positive relationship
4. Which of the following is a way that a sales representative can build trust?
 - a. By the representative telling the customer why the competition is lower quality
 - b. By the representative allowing the customer to become part of the selling process
 - c. By the representative sharing potential sales awards he/she could win with one more sale
 - d. All of the above
5. According to sales studies, which of the following number of contacts would allow for the most potential closes?
 - a. 3 contacts before a sale can be effectively closed
 - b. 6 contacts before a sale can be effectively closed
 - c. 10 contacts before a sale can be effectively closed
 - d. 18 contacts before a sale can be effectively closed
6. Which of the following is an example of a softening tool used to build rapport with potential customers in an introductory letter.
 - a. Degrading the best competitor
 - b. Mentioning a referral
 - c. Requesting the sale
 - d. None of the above
7. Which of the following has the most impact on an initial meeting with a prospective customer?
 - a. Tone of the message
 - b. Words used by the salesperson
 - c. Body language
 - d. All of these are approximately of equal importance
8. In an effective sales interview, researchers recommend that the salesperson:
 - a. Should talk most 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 very little

9. 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. Business casual regardless of the situation

10. What is one recommendation to use to keep your prospect talking during the rapport-building portion of a sales meeting?
 - a. Get the custom to engage in competition-bashing
 - b. Tell personal stories that relate to the prospect
 - c. Use light probing by asking open-ended questions
 - d. Use heavy-probing, closed-ended questions to get to the close right away

11. Which of the following is an example of a provocative question?
 - a. "If you could decrease your inputs and increase output quality, would you consider purchasing our product and services today?"
 - b. "Did you know that your cousin just bought from me?"
 - c. "Why are you dissatisfied with your current vendor and did you know that my product can help you with that problem?"
 - d. "What do you like to do in your spare time?"

12. 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 gives the prospect something of monetary value to take with them
 - c. It provides an opportunity for the salesperson to give a large amount of information
 - d. It helps transition from the rapport-building stage to the in-depth probing stage

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

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

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

16. What is the best way to handle negative comments about the competition?
- Ask questions about what the prospect disliked and compare how your product is superior
 - Agree with the prospect's negative comments and transition to light-probing
 - Use the term 'appreciate' when showing empathy for the prospect
 - All of the above
17. What percent sale would you advertise if you marked a product which normal sold for \$1399 to \$979?
- 25%
 - 30%
 - 5%
 - 12.5%
18. Which of the following best defines the "Law of Psychological Reciprocity"?
- Customer analysis for areas of weakness
 - Active listening
 - Light closing
 - Aggressive salesmanship
19. Which of the following is not an element of a closing demonstration?
- Focuses on customer benefits previously identified in the sales presentation
 - Focuses on the weaknesses of the competition's product or service
 - Gives solid proof of the worth of the benefits demonstrated
 - Uses visual aids to enhance the sales process and gives prospects a vision of worth of a product being sold
 - Assesses the prospect's feelings about what he or she has been shown and told
20. Which of the following would be the best example of a trial close?
- "Why do you want to buy this product?"
 - "Do you feel this product could help you reduce your input costs?"
 - "If you buy from me today, I will earn my quota for a sales award trip--can you help me out?"
 - "I would never want to do business with Company XYZ, would you?"
21. Which of the following determine a qualified prospect?
- Someone who has a need for your product
 - Someone who has the authority to purchase your product
 - Someone who has the money to pay for your product
 - All of the above
22. When a salesperson explains to a customer that in any sound sales transaction, both parties should benefit. This is an example of using:
- Maslow's Hierarchy of Needs
 - Pressler's Close Theory
 - Mutual Reward Theory
 - Bloom's Taxonomy
 - Johnson's Theory of Maximum Satisfaction

23. Why do experts claim that professional salespeople welcome periods of economic downturn?
- Profit margins tighten and challenge them to sell more
 - Many salespeople are laid off and can apply for unemployment
 - Middle managers are laid off providing less supervision of salespeople
 - Average and below average salespeople get frustrated and leave the market, leaving more room for professional salespeople
24. The best sales presentation is one that:
- Meets your customer's needs
 - Impresses your supervisor with your product knowledge
 - Causes follow-up meetings
 - All of the above
25. When a customer states, "I really don't like the color", they are sharing a(n):
- Opportunity for Preliminary Probing and Light Closing
 - Customer Objection
 - Attitude of Pre-Buyers Remorse
 - Opportunity for Hard Closing
26. In handling customer objections you should:
- Argue with the customer
 - Turn your customer's objections into positive selling points
 - Downgrade your competition
 - Show sympathy
27. The best way to handle a difficult customer is to:
- Speak back to the customer the way he/she speaks to you
 - Become distant and less communicative
 - Let the customer talk through their anger
 - Disarm the customer by challenging them
 - Never let a customer speak negatively to you
28. If you were to ask a customer; "How would you like to handle the financing?" You are most likely doing what?
- sealing the deal
 - seeing if the customer wants to put the item on layaway
 - waiting for the payment for the purchase
 - attempting a trial close
29. Why is it important to qualify a prospect on the telephone?
- Personal sales visits are becoming more expensive
 - The prospect cannot see you and make initial judgments
 - A telephone call is always much faster
 - There is a higher likelihood that you will make the sale over the phone
30. What is a 'gatekeeper' that a salesperson might need to talk to when making a cold call?
- Someone who has power and authority to enter into a sales contract
 - Anyone who can say "no" to your terms of financing
 - An individual who can keep you from gaining access to a potential client
 - Any key master who has the authority to purchase your good or service

31. When making a cold call, which of the following statements would be most appropriate?
- “What's shaken”? Mr. J. told me you would be an easy sale!”
 - “Mr. Johnson recommended that I contact you. He thought that my company could help you be more profitable.”
 - “I know that we can help your company increase its profits more than your current supplier. Isn't that what you want?”
 - “What is it that you don't like about your current supplier? We can provide better services than they can.”
32. 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
 - Strategize the best way to approach that person to get what you want out of the appointment
 - Determine the customer's major objections to your product or service
 - Practice your sales pitch and closing lines
33. Which of the following is not one of the four components of the sales process?
- Completing information gathering prior to the meeting
 - Negotiating the purchase price
 - Sharing the benefits & features
 - Closing the sale
34. Most of the features and benefits of a given product should be presented:
- At the beginning of the sales presentation
 - Immediately after light probing
 - Immediately before the initial attempted close
 - After the prospect has indicated the product or service will meet specific needs
 - After determining the appropriate financing plan
35. What should a salesperson do when a prospect states, “I want to think about it more”?
- Continue to probe for the underlying objection to the product or service
 - Tell the prospect that you can come back next week
 - Try a harder closing technique
 - Tell the prospect that is a good idea and meet with him/her later
36. What is the best method to deal with negative opinions of your company's products or services brought up by the prospect?
- Tell the prospect that you are sorry for the problem and that it will never happen again
 - Tell the prospect that you will get someone else to handle the problem for them
 - Deal with the problem directly yourself
 - Ignore the problem as it will eventually go away
 - Redirect the prospect to realize that the problem was really no big deal
37. The three 'F's' Technique is commonly used to overcome objections. What do the three “F's” stand for?
- Freedom, Finances, Friendliness
 - Feel, Felt, Found
 - Family, Food, Finances
 - None of these

38. 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.”
39. 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
40. 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
41. If you are running your own business and want to mark up your product 30%, then a product you purchase at a wholesale price of 35.99 should be priced at:
- You should always mark a product at 20-25% over break-even
 - \$25.19
 - \$10.80
 - \$46.79
42. A sales “truism” states that:
- 40% of your customers provide 60% of your sales
 - 20% of your customers provide 80% of your sales
 - 60% of your customers provide 40% of your sales
 - 10% of your customers provide 90% of your sales
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
 - 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?
- Beat them to the customer by using sales blocking apps on your smart phone
 - Be knowledgeable about how your products or services compare with theirs
 - Frequently determine areas where their product is inferior and focus on that in the sales presentation
 - All of the above
46. Which of the following is a common strategy for active listening?
- Ignoring prospect during the sales interview
 - Telling the prospect where they have been misinformed by the competition during the sales interview
 - Paraphrasing a comment made by the competition 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
 - relatives
 - ability to analyze a product for potential benefits
48. A demonstration should always be:
- prospect oriented
 - service oriented
 - product oriented
 - salesperson oriented
49. A good sales presentation will play to the prospects _____ yet be backed up by _____.
- Emotions, feelings
 - Fears, financial benefits
 - Fears, emotions
 - Emotions, intellectual proof
50. Salespeople should use a close that entices
- Pity by the prospect
 - Guilt by the prospect
 - Fear by the prospect
 - A need for the product or service
 - A and D above

Answer Key

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

Product: Allflex Cattle EI Visual Matched Set Eartags

USDA FDX Maxi Layout Tags \$3.81/set



Manufacturer Website:

<http://www.allflexusa.com/our-products/cattle/category/eid-visual-matched-sets>

Product Website (CattleTags.com):

<http://www.cattletags.com/usda-tags/usda-matched-pair-tags/usda-maxi-full-duplex/usda-fdx-maxi-layout-5-eid-management-code-and-line-of-text-on-front>

Potential Customers:

1. County Seat Vet Clinic
This customer is a veterinary clinic located in a county seat community in Iowa. This veterinary clinic specializes in small and large animal care. Customers range from swine, cattle, sheep, dairy, and goat farmers to domestic and exotic pet owners. Many customers have requested additional information EID tags for their livestock.
2. Upstart Online Agricultural e-Supply Company
This customer recently started an online e-commerce based agricultural supply company out of his dorm room at a local community college. This customer has developed a new partnership agreement with Amazon and JD.com (Jingdong Mall – China’s largest online retailer). This customer utilizes just-in-time marketing techniques with Google and Facebook to personalize advertising of the products.
3. Large-Scale Producer
This customer is a large dairy producer in Northwest Iowa. They operate a 3,200 cow herd of Holsteins and milk three times a day in an 80-cow rotary milking parlor. They are looking to update their identification and tracking systems by switching to EID tags to interface with their computerized record system.