

1. When a sales presentation is made properly, the natural conclusion to the transaction is to:
 - a. Begin to use open-ended questions
 - b. Close the sale
 - c. Ask for a follow-up meeting
 - d. Set new sales goals

2. As part of the Iowa FFA Ag Sales CDE Team Activity, which of the following DOES NOT describe activities that should be part of face-to-face strategy development?
 - a. Determine potential customer needs and wants
 - b. Identify features and benefits of the product that secure the highest commission
 - c. Identify potential customer objections and prepare to address them
 - d. Identify possible related/complimentary products and suggestive selling strategies

3. The most important skill in closing is:
 - a. Having a complete understanding of the product
 - b. Understanding the people the salesperson will serve
 - c. Placing high pressure on the customer
 - d. Receiving the commission check

4. When considering the scoring for the Individual Sales Activity in the Iowa FFA Ag Sales Team Event, which of the following rubric items carries the highest amount of points?
 - a. Did the student use information from answers to further establish personal rapport?
 - b. Did the student confirm and discover the judge's needs and wants?
 - c. Did the salesperson identify themselves with a good first impression?
 - d. Did the student clearly close or attempt to close the sale?

5. When considering the scoring for the Team Activity in the Iowa FFA Ag Sales Team Event, which of the following rubric items carries the highest amount of points?
 - a. Did all team members participate in the presentation?
 - b. Was the presentation delivered professionally?
 - c. Were complimentary/related products also identified?
 - d. Were the questions answered correctly by all team members?

6. What is the active ingredient in Aquacide Pellets—this year's sales product?
 - a. Fluridone
 - b. 2,4-Dichlorophenoxyacetic acid
 - c. Diquat
 - d. Glyphosate

7. Which of the following is an example of a softening tool used to build rapport with potential customers in an introductory letter?
 - a. Including one minor product benefit to encourage interest
 - b. Listing the price of the product
 - c. Requesting the sale
 - d. None of these

8. In an effective sales interview, researchers recommend that the salesperson:
 - a. Should talk 30% to 40% of the time
 - b. Should allow the prospect to talk 25% to 30% of the time
 - c. Should talk about 80% of the time
 - d. Should talk about 80% to 90% of the time

9. One strategy in being customer-centered is for the salesperson to:
 - a. Share problems with the competition's competing product
 - b. Match the customer's mood by focusing on her/his right eye while they are talking
 - c. Remain in a dominant position to assert power over the customer at all times
 - d. Be as close to the customer's personal space as possible to keep her/him alert

10. 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 with this highly efficient piece of equipment, would you switch vendors today?"
 - c. "Why are you dissatisfied with your current vendor?"
 - d. "What do you like best out our product?"

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

12. Open-ended questions can best be described as:
 - a. A question used to help the customer understand the benefits of the product
 - b. A question used to determine a customer's needs
 - c. A yes or no question
 - d. a and b above
 - e. b and c above

13. Which of the following strategies best demonstrate use of the "Law of Psychological Reciprocity"?
 - a. Psychological Salesmanship
 - b. Active Listening
 - c. Light Probing
 - d. Hard Closing

14. Using a provocative question and takeaway transition together:
 - a. Provide a nearly fool-proof close
 - b. Allows the customer to take control of the sales interview
 - c. Help to uncover basic needs of the prospect
 - d. Keeps the salesperson in control
 - 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. Ignore the problem as it will eventually go away
 - c. Deal with the problem directly yourself
 - d. Tell the prospect to "chill" and realize that the problem was really no big deal

16. What is the best way to handle negative comments about the competition?
 - a. Explain how much better your product is compared to the competition
 - b. Always agree with the prospect's negative comments
 - c. Use the term 'appreciate' when showing empathy for the prospect
 - d. All of the above

17. 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

18. Which of the following is an element of a closing demonstration?
 - a. Focus on customer benefits previously identified in the sales presentation
 - b. Gives solid proof of the worth of the benefits demonstrated
 - c. Assesses the prospect's feelings about what he or she has been shown and told
 - d. All of the above
 - e. None of the above

19. Which of the following would be the best example of a trial close?
 - a. "I can provide you with much better service than Company XYZ, don't you agree?"
 - b. "Why do you want to buy this product?"
 - c. "Which method of financing would work best for you?"
 - d. "I would never want to do business with Company XYZ, would you?"

20. Which of the following characteristics determine a true prospect?
 - a. Someone who thinks your product is awesome
 - b. Someone who has the authority to purchase your product
 - c. Someone who has the money to pay for your product
 - d. a and b above
 - e. b and c above

21. What is one strategy that can be used to rephrase and redirect questions to maintain control during a sales presentation?
 - a. Identify hidden needs and then identify the product to meet the need
 - b. Identify needs and then ask a provocative question
 - c. Use a take-away transition
 - d. a and b above
 - e. b and c 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:
 - a. Dual Involvement Theory
 - b. Mutual Benefit Theory
 - c. Mutual Reward Theory
 - d. Mutual Respect Theory

23. Why do experts claim that professional salespeople welcome periods of economic downturn?
 - a. Government buy-outs help companies survive
 - 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

25. Which of the following best describes customer objection handling?
 - a. Responding to a customer that alleviates their concerns and changes their mind
 - b. Arguing with the customer and telling them they are wrong
 - c. Empathizing with the customer and attempting to set up a meeting for a later date
 - d. None of these describe customer objection handling

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

27. Suggestive selling can be best described as:
 - a. Suggesting unrelated, but high-commission earning products
 - b. Suggesting products that the customer does not need
 - c. Suggesting products that relate to the original purchase
 - d. Suggesting products from competing companies

28. Why is it important to qualify a prospect before making a sales call?
 - a. Face-to-face 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. Voicemail message
 - b. A virtual assistant
 - c. Sales manager's 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. "Wazzup buddy?"
 - 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. Strategize the best approach to get what you want out of the appointment
 - b. 'Snap' with a list of the product or service's benefits
 - 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 selling?
 - a. Determine the price
 - b. Know your product
 - c. Protect the integrity of the product's processing
 - d. Promote your product

33. Most of the features and benefits of the products should be presented:
 - a. In the marketing materials found online
 - b. At the beginning of the sales presentation
 - c. Immediately after a trial 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. Use a takeaway strategy and walk away
 - b. Tell the prospect that you can come back next week
 - c. Continue to probe for the underlying objection to the product or service
 - 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?
 - a. Family, Feelings, Fraternization
 - b. Feel, Felt, Found
 - c. Family, Food, Finances
 - d. Freedom, Finances, Friendliness

36. Which of the following has the most impact on an initial meeting with a prospective customer?
- Body language
 - Tone of the message
 - Words used by the salesperson
 - All of these are approximately of equal importance
37. Which of the following would be categorized as a customer objection?
- “The chemical you sold me is not approved for ponds and lakes.”
 - “What are you going to do about the damaged shipment?”
 - “Your product does not have a good reputation.”
 - “I would like to exchange this for the higher tech upgrade.”
38. Which of the following is the best example of marketing where advertisements are provided to customers with specific browsing habits through a social media account?
- Face-to-face marketing
 - Phishing
 - Pay per click marketing
 - Personalized marketing
39. Which of the following actions help the salesperson ‘get to first base’ in a sales call?
- Be genuine and use a sincere, verbal greeting
 - Explain how the product benefits are better than the competition
 - Give a firm handshake and provide solid eye contact
 - Be bold and command an authoritarian physical stance
40. Which of the following is a good way to handle a difficult customer?
- Stop the customer when she begins to get angry
 - Tell the customer you “Feel their pain”
 - Disarm the customer by asking, “Are you trying to give me a problem?”
 - Listen with your eyes
41. Which of the following is a good rule for proper telephone technique?
- Smile and portray a friendly attitude
 - Use the name of a third party reference
 - Prepare your introductory remarks ahead of time
 - All of these
42. 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
43. You set the retail price of a 50 lb bag of Aquacide at \$344, You purchase from the manufacturer at a wholesale price of \$1200 for a 4 unit case. What is the percent markup per unit?
- 14.00%
 - .33%
 - 14.67%
 - \$44
44. Assume you can purchase Aquacide for a wholesale price is \$999.50/case. What would you charge for a case if you wanted to achieve a 31% markup?
- \$1450.67
 - \$1309.35
 - \$309.85
 - \$236.64

45. Which of the following is the best way to compete with other sales professionals?
- Degrade their products in the sales presentation
 - Be knowledgeable about how your products or services compare with theirs
 - Know the disadvantages of working with the competition
 - All of the above
46. Which of the following is a good strategy for active listening?
- Paying bogus compliments to the prospect during the sales interview
 - Shaking your head in disagreement with the prospect during the sales interview
 - Downplaying a comment made by the prospect during the sales interview
 - Asking questions related to why they might want to purchase the product
 - None of above
47. Most people buy from their:
- intelligence
 - subconscious
 - ability to analyze a product
 - emotion
48. A demonstration should always be:
- product oriented
 - service oriented
 - prospect oriented
 - salesperson oriented
49. The optical center of a sales advertisement is:
- The exact center of the ad
 - A little above and to the left of the center
 - Slightly lower and right of the center
 - In the lower, middle center
50. Iowa sales tax is currently 6%. If you sell Aquacide to the customer identified in the Iowa Team Ag Sales Scenario in a city where there is a 1% municipality tax, how much tax would you charge if the customer bought six 50 lb bags.
- \$0
 - \$103.20
 - \$123.86
 - \$144.48
 - It depends upon the customer's Adjusted Gross Income as stated on IRS Form 1040

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

This one was not scored. Every student recieved no points for this question regardless of t

Product: Aquacide

10 lb bag	\$91.00
50 lb bag	\$344.00
4 x 50 lb bags	\$1,296.00

**Aquacide Website:**

https://www.killlakeweeds.com/products/aquacide-pellets?gclid=EAJaIQobChMI8rbmwKKq3wIViEBpCh0ycg7sEAAYAyAAEgJEovD_BwE

Potential Customers:

1. Fee Fishing Bass Pond Operator

This customer is a retired agronomist who operates an agritourism operation which includes low-line beef, boer meat goats, grape vineyard, and an 8-acre, trophy bass fee-fishing pond. The farm boasts three, two-bedroom cabins and a six-bedroom lodge. Over 3,000 guests visited the farm in 2018 and 25% stayed at least one night in the cabins. 30% of all guests fished for trophy bass.

2. Farm and Home Store

This customer is a family owned and operated agriculture supply chain with 65 stores in Iowa, Nebraska, Minnesota, and Missouri. Advertised as a one-stop center for garden, pet, hardware, farm supplies, and equipment, this customer has a reputation for quality products and service at a competitive price. Many of its customers have small, hobby farms with ponds or water gardens.

3. Pond-based Aquaculture Producer

This customer is a diversified crop and livestock farmer who produces channel catfish using cage culture on two 8-acre farm ponds. The catfish are sold exclusively to a private restaurant in a suburb of Chicago.