

Ag Sales Team CDE 2009: Exam, Practicum, and Market Analysis

2009 Agricultural Sales CDE Objective Exam

1. The process of finding new customers is termed:
 - a. Aggressive selling
 - b. Telephone contacting
 - c. Recruiting
 - d. Prospecting**

2. Side conversations while talking on the telephone
 - a. Allows you to multi task
 - b. Keeps the customer on their toes
 - c. Should be avoided so you can give the caller your full attention**
 - d. Only happen when you are really busy

3. To demonstrate to an angry customer that you are listening, you should
 - a. Prepare a counter argument
 - b. Ignore their feelings
 - c. Utilize passive listening techniques
 - d. Utilize active listening techniques**

4. The customer is:
 - a. The most important person in your business
 - b. Someone who has biases and prejudices
 - c. Someone who should not be offended
 - d. All of the above**

5. Avoid upsetting the customer by:
 - a. Promising something and not delivering
 - b. Giving a smart or flippant reply
 - c. Questioning the customer's honesty
 - d. Listen carefully and meet the customer's needs**

6. A good display
 - a. attracts attention with a catchy theme**
 - b. is used solely to show large quantities of merchandise
 - c. uses several combination of bold colors to attract attention
 - d. none of the above

7. Which of the following contains all the five W's of advertising?
 - a. who, where, when, why, which
 - b. when, way, where, which, who
 - c. who, what, where, which, why**
 - d. way, who, where, which, why

8. A display is intended to get the attention of _____.
 - a. competitors
 - b. potential customers**
 - c. co-workers and employees
 - d. none of the above

9. Customer service is provided by the
- Company Accountants
 - Company Sales Representative
 - Company Web Designer
 - All of the above**
10. An action plan includes which of the following four areas?
- Analysis, research, target market and marketing strategy
 - Income, evaluation, process and product
 - Product, price, place and promotion**
 - Precision, promulgation, targeting and transfer
11. An attempt to close the sale at the earliest, most convenient point by making a closing statement is:
- A trial close**
 - An advertising trial
 - A feature/benefit statement
 - A final close
12. Which of the following is not a function of salespeople in agriculture?
- sell farmer's products to consumers
 - to convince the public to back political farm policies**
 - provide services and information to agribusinesses
 - sell supplies and services to farmers
13. When answering a telephone call, you should first
- Identify yourself**
 - Transfer the call
 - Place the caller on hold
 - Take the customer's name and a message
14. _____ is one of the key factors in capturing the share of the market that is available for new business.
- Competitions' advertising strategy
 - Competitors' management ability
 - Location**
 - all of the above
15. Company contact with customers is being handled more and more through:
- Face to face discussion
 - Digital media**
 - Fax machine
 - Two way radio
 - None of the above

16. Cold calling is:
- Calling on prospects with an appointment
 - When a salesperson meet a prospect without an appointment or any prior knowledge of the prospect**
 - Calling a prospective customer who has asked to be contacted
 - Meeting with a potential customer outside in the winter
 - None of the above
17. Cool calling is:
- When a salesperson calls on a prospect without an appointment or any prior knowledge of the prospect
 - Calling on prospects that fit a certain criteria of type and size of business**
 - Meeting prospects who have been suggested by current customers, fellow salespeople or prospects themselves
 - All of the above
 - None of the above
18. What factors must be considered when allowing a refund?
- Cost of the refund
 - Customer purchasing history
 - Company management policy**
 - Potential long term benefit to the salesperson
 - None of the above
19. A potential customer profile is best described as:
- Knowing the strengths and weaknesses of your competitions' products and services
 - Strengths and weaknesses of your product or service
 - Characteristics of potential buyers of your product or service**
 - Strengths and weaknesses of your product or service
 - None of the above.
20. When you first meet a disgruntled customer you should:
- Refer them to your supervisor
 - Establish a friendly tone and attitude of caring**
 - Send them to the customer service desk
 - Refer them to the company return policy
 - None of the above
21. Asking questions is important:
- To help match customer's wants and needs with your products and services**
 - If the customer is a first time buyer of your product or service
 - Only if not perceived by the customer as being too nosey
 - Not necessary unless you already know the customer's situation
 - None of the above
22. Involving the customer in demonstrations:
- Normally indicates lack of sales ability
 - Helps keep the customer's attention and appeals to their senses**
 - Disrupts the customer's concentration and should be avoided
 - Is used when the first trial close does not work

- e. None of the above.

Colors are an important part of a display for advertising. Select the color that best represents the effect it provides.

- 23. A vigorous color
 - a. Light blue
 - b. Beige
 - c. Red**
 - d. Light green
 - e. White

- 24. A background color
 - a. Blue**
 - b. Dark Green
 - c. Red
 - d. Light yellow
 - e. Black

- 25. There are five stages in making a sale. From the list below, which is not one of the five?
 - a. Preparation
 - b. Approach
 - c. Demonstration
 - d. Overcome resistance
 - e. Service after the sale**

- 26. What is one of the first steps in preparing to advertise on radio?
 - a. Hire the radio personality or voice actor that best meets the needs of your audience
 - b. Determine the market for your product or service**
 - c. Work with the manager of the station you have selected
 - d. Write the closing statement for the advertisement

- 27. If you want to publicize an FFA activity in your local community, which advertising media should you utilize?
 - a. Local newspaper
 - b. Local radio station
 - c. School district newsletter
 - d. All of these**

- 28. A good advertisement that causes the eye to move from top to the bottom of the advertisement is known as a(n):
 - a. Above the fold headline
 - b. Hot corner placement
 - c. A layout design flaw
 - d. Design flow**

29. Find the percent markdown if the original retail selling prices \$10.95 and the final sales price is \$6.95.
- a. 157%
 - b. 63%
 - c. 37%**
 - d. \$4.00
30. Figure the retail price using a markup percentage of 18% for an item that lists for \$3.99 wholesale.
- a. \$4.71**
 - b. \$0.72
 - c. \$7.18
 - d. \$5.43
31. The type of credit in which the debt is paid off in a series of equal payments.
- a. Service credit
 - b. 30-day open charge
 - c. Installment plan**
 - d. 90-day charge account
32. The checkout counter display is:
- a. The most traveled area in the store
 - b. Where most impulsive buying occurs**
 - c. Used for fragile items
 - d. Used for expensive items kept away from the public
33. Throughout the sales presentation, it is usually best to
- a. discuss all the weaknesses of competing products
 - b. discuss competing products even if you are not familiar with these items
 - c. discuss the weaknesses of the competing salesperson's service after the sale
 - d. avoid shifting the focus of attention away from your product to competing products**
34. A study of company history often begins with a close look at the
- a. policy
 - b. industry
 - c. founder**
 - d. corporate management
35. In terms of product knowledge, a salesperson
- a. can know too much about the product
 - b. is often better off appearing to be "in the dark" at times
 - c. may be well informed but unable to accurately gauge the prospect's level of understanding**
 - d. should provide the prospect with as little information as possible

36. When developing a product strategy, the salesperson should
- use feature-benefit strategy
 - value personal relationships
 - adopt marketing strategies
 - adopt double-win strategy**
37. Which of the following is one of the three most common types of customers?
- Want-to-buy it all Customer
 - Just looking Customer**
 - Know-it-all Customer
 - Angry Customer
38. Identifying product features and then converting these features to buyer-benefits are an integral part of which style of selling
- Product style
 - Marketing style
 - Consultative-style**
 - Production-style selling
39. What is the one method of overcoming a customer's objection?
- Answer objection quickly**
 - Admit the objection is true
 - Explain, in detail, why the customer has no basis for the objection
 - Tell the customer no one has previously objected to the product
40. The decisions, activities, and communication strategies that are directed toward trying to create and maintain a firm's intended product concept in the customer's mind is known as
- Product positioning**
 - Product life cycle
 - Value added
 - Potential sales value
41. What is one benefit of newspaper advertising?
- Most adults read newspapers regularly
 - Newspapers are kept for a long period of time, which increases the chances of the advertisements being seen**
 - higher quality and attractiveness in ads
 - You reach a select audience
42. There are seven steps to a sales presentation. Put the first four in order starting with the beginning of the presentation.
- | | |
|---------------------------------|--------------------------------|
| 1. feature-benefit presentation | 3. determining needs and wants |
| 2. preapproach | 4. Approach |
- 4,3,2,1
 - 2,3,4,1
 - 2,4,3,1**
 - 2,1,4,3

43. A **P.O.P.** sign is also known as a
- Place of purchase sign.
 - Point of purchase sign.**
 - Price of product sign.
 - Point of product sign.
44. A logo is a name, symbol, or trademark designed to
- Indicate product price
 - Provide easy to recognition of a product.**
 - Inform a customer about product features.
 - Provide advertisers with job security.
45. Which of the following would **not** be considered one of the six major display arrangements?
- Wedge arrangements
 - Repetition arrangements
 - Round arrangements**
 - Radiation arrangements
46. Before setting up a display:
- A drawing or sketch should be made.**
 - The price of the product should be reduced.
 - Customers should be trained to use it.
 - Free product should be given to customers.
47. A display plan:
- Limits creativity in design.
 - Shows how not to put the display together.
 - Helps calculate the cost of the display.**
 - Prevents the display from being assembled.
48. The path in the market goes as follows: Manufacturer>Wholesaler>Retailer>Customer
Where does selling fit into the path?
- Between the retailer and the customer
 - Between wholesaler and retailer
 - Between the manufacturer and wholesaler
 - Throughout the entire path**
49. The most effective way to give a potential car buyer a feeling of ownership is to
- show the person sales literature
 - show the person the actual automobile
 - encourage the person to drive the car**
 - tell the person how nice it will be to own the car
50. During the sales presentation, you determine that the customer is ready to close the sale.
You should:
- Continue to sales pitch
 - Close the sale**
 - Demonstrate the product
 - Call in the manager

**2009 Agricultural Sales CDE Objective Exam
Answer Key**

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

Customer Relations Contestant A

In this CUSTOMER RELATIONS practicum you are to assume the role of a District Sales Manager for a major agricultural technology equipment company. The products that are sold by this company are: GPS receivers and monitors, variable rate seeding and spraying modules and auto steer technology.

You will be making a complaint call requested by a customer concerning the malfunction of a variable rate seeding unit purchased last fall from your company. The scenario will take place at the customer's farm. During early emergence, the customer was scouting his fields and found that the population in several of fields was off by more than 5000 plants per acre. In your initial conversation, you discover that the customer did not attend the training session offered by the sales representative. Your job will be to resolve the customer's concern appropriately, staying within the given company's policies.

Company Policy:

1. Our primary goal is customer satisfaction based on trust.
2. We consider our customers to be our most valuable asset and strive to further their own personal success.
3. We are committed to quality in everything we do.
4. The company will provide a two-year warranty on all technology that has been maintained correctly.
5. The company will provide customer service assistance 24 hours a day / seven days a week with any problems in installation, set-up, or troubleshooting.

Telephone Skills Contestant B

In this TELEPHONE SKILLS practicum, you are an employee of the Superior Cooperative, a company that handles and ships 15 million bushels of corn each year. You are following up with a customer who has the following complaint.

The customer recently delivered seven, 5000 bushel contracts bushels of corn to your location. Three days after the customer completed delivery a check was received in the mail for the value of the corn delivered. The customer reviewed the check and found an error. The customer determined that one semi-truck load of 976 bushels of corn was not listed as paid in the total check amount.

The customer previously called and left a message asking you to return a call. You are now returning that call.

What does the customer need to do to get this situation taken care of?

To call, you will pickup the telephone receiver and dial the appropriate number where indicated.

Teams 1 – 20 will call the following telephone number	9-242-2570
Teams 21 – 40 will call the following telephone number	9-242-2571
Teams 41 – 60 will call the following telephone number	9-242-2572

Product Display Contestant C

In this PRODUCT DISPLAY practicum, you will utilize the materials supplied to design a table top product display for retailer point of purchase location. You will have 20 minutes to prepare this display.

You will need to provide a theme for your display.

Use the items that have been provided within your work area.

Materials provided included.

4 different types of plants

Packets of seed

A variety of plastic pots for display

Color Markers

A display board to serve as the backdrop for the display

Cardstock to develop written theme

Clips to attach cardstock to display board

Advertising and Promotion Practicum Contestant D

In this ADVERTISING AND PROMOTION PRACTICUM, Assume that you are a Marketing Consultant for the Mower Supply Company located at 1234 SW 723rd Ave., Longgrass, Nebraska, 43211.

Telephone: 1-800-MOW-YARD.

Website: www.mowmyyard.com

Mower Supply sells turfgrass and lawn care equipment and tools to mega retail outlets throughout North America. This year the company is focusing its marketing efforts on mower accessories and repair items in an attempt to increase sales during the economic downturn where consumer research shows that customers are maintaining their mowers longer and not purchasing new as often.

Assignment

You have been asked to develop a sales flyer that will be sent out to all of Mower Supply's customers. The flyer should feature the complete line of mower accessories including:

Oil Change Pump Kit	Price \$14.99
Mo-Deck Spray (Anti Stick)	Price \$16.99
Briggs & Stratton Repair Manual	Price \$18.99
Preventative Maintenance Kits	Price \$9.98
Foam Air Filters	Price \$7.00 – \$23.50
Carburetor Rebuild Kits	Price \$12.50 - \$27.50
Gator Mulching Blades	Price \$18.00 - \$22.00

Mower Supply is offering a 10% discount on all orders received by April 30, 2009. As the sales consultant, you are available to put on product demonstrations for companies considering bulk orders of 50 or more units.

**2009 Agricultural Sales
Market Analysis
Team Event**

In this market analysis practicum you are to assume the role of an community advisory team that will identify goals for the development of a custom, locally grown meat locker in the local community. Recently, the local locker owner/operator that has been doing business in the community for 25 years has announced his retirement. Your assignment is to analyze the current situation and present to a group of investors your recommendations for purchasing and redeveloping the business based on the information provided.

Background Information:

- A. The agricultural community is comprised of cash grain producers (average acreage of 1,500 or more), swine producers (2,500 head), several cattle feedlots, small animal production (endless choices), numerous acreages with older cattle facilities no longer in use, horse hobbyists, as well as agricultural supply and equipment businesses.
- B. The community is a rural Iowa county seat town of 6,000 with a strong Chamber of Commerce, a very progressive mindset and loyalty to their local businesses. Several local service businesses, a small satellite medical center and several county government offices.
- C. A thriving farmer's market has developed providing primarily fresh fruits and vegetables during the summer months. The Chamber of Commerce has promoted the benefits of the local farmer's market and is interested in your proposal.

Objective:

Based on the information that you have been provided, list your short and long term goals for redeveloping this "value-added, agricultural business" within the community. Be prepared to present your goals and reasoning for the "value-added business" to the owner with justification.