

## 2018 Agricultural Sales CDE Objective Exam

1. Finding new customers is a process termed:
  - a. Aggressive selling
  - b. Prospecting
  - c. Telephone contacting
  - d. Recruiting
  
2. Side conversations while talking on the telephone
  - a. Allows you to multi task
  - b. Keeps the customer on their toes
  - c. Only happen when you are really busy
  - d. Should be avoided so you can give the caller your full attention
  
3. To demonstrate to an angry customer that you are listening, you should use
  - a. Active listening techniques
  - b. Thoughtful counter arguments
  - c. Passive listening techniques
  - d. All of these
  
4. The customer should be considered:
  - 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. The best way to avoid upsetting the customer is by:
  - a. Promising something and not delivering
  - b. Listening carefully and meet the customer's needs
  - c. Giving a smart or flippant reply
  - d. Questioning the customer's honesty
  
6. A good sales 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. All of the above
  
7. Which of the following contains all the five W's of advertising?
  - a. Who, what, where, which, why
  - b. Who, where, when, why, which
  - c. When, way, where, which, who
  - d. Way, who, where, which, why
  
8. A display is intended to get the attention of \_\_\_\_\_.
  - a. Competitors
  - b. Co-workers and employees
  - c. Supervisors and investors
  - d. Potential customers

9. Customer service is generally provided by the
  - a. Company Sales Supervisors
  - b. Individual Company Sales Representatives
  - c. Company Receptionists
  - d. All of the above
  
10. An action plan includes which of the following four areas?
  - a. Product, price, place and promotion
  - b. Analysis, research, target market and marketing strategy
  - c. Income, evaluation, process and product
  - d. Precision, promulgation, targeting and transfer
  
11. An attempt to close the sale at the earliest, most convenient point by making a closing statement is called:
  - a. An advertising trial
  - b. A feature/benefit close
  - c. A trial close
  - d. A final close
  
12. When designing a product display, the most effective position, in terms of display location, has been found to be:?
  - a. Eye level
  - b. Slightly overhead
  - c. At waist level
  - d. Shoulder height
  
13. When answering a telephone call, you should first
  - a. Identify yourself
  - b. Transfer the call
  - c. Place the caller on hold
  - d. Take the customer's name and a message
  
14. When all of the elements of a sales display seem to blend together, it is said to have.
  - a. Balance
  - b. Harmony
  - c. Proportion
  - d. Rythym
  
15. Company contact with customers is being handled more and more through:
  - a. Electronic media
  - b. Digital media
  - c. Social media
  - d. All of the above
  - e. None of the above

16. When a salesperson stops by to visit a prospect without an appointment or any prior knowledge of the prospect it is called a:
  - a. Cold call
  - b. Rude call
  - c. Cool call
  - d. Chilly call
  - e. Local call
  
17. Cool calling is:
  - a. When a salesperson calls on a prospect without an appointment or any prior knowledge of the prospect
  - b. Calling on prospects that fit a certain criteria of type and size of business
  - c. Meeting prospects who have been suggested by current customers, fellow salespeople or prospects themselves
  - d. All of the above
  - e. None of the above
  
18. What factors must be considered when allowing a refund?
  - a. Cost of the refund
  - b. Importance of the relationship
  - c. Customer purchasing history
  - d. Potential long term benefit to the salesperson
  - e. Company management policy
  
19. A potential customer profile is best described as:
  - a. Knowing the strengths and weaknesses of your competitions' products and services
  - b. Strengths and weaknesses of your product or service
  - c. Strengths and weaknesses of your product or service
  - d. Characteristics of potential buyers of your product or service
  
20. Buyer's remorse is an example of which of the following phenomena?
  - a. Sales memory
  - b. Cognitive dissonance
  - c. Physiological or gut-reaction
  - d. Post-sales reaction
  
21. Determining the customer's need, whether or not they have the authority to buy, and whether or not they have the money to buy is known as: :
  - a. Qualifying
  - b. Related selling
  - c. Closing the sale
  - d. Building rapport
  
22. Research supports the notion that people make decisions whether to follow your advice and eventually purchase from you in the first \_\_\_\_\_ minutes of a conversation:
  - a. 2
  - b. 4
  - c. 6
  - d. It takes several sales calls

23. A(n) \_\_\_\_\_ question is a powerful communication tool that can open the mind of your decision maker by utilizing a query that provokes interest and makes the prospect think.
- Open-ended
  - Closed-ended
  - Provocative
  - Prescriptive
  - Rude
24. A sales presentation should always be based upon:
- What you feel comfortable selling
  - What you have learned about the prospect's needs
  - Blue
  - Light yellow
  - Black
25. There are five stages in making a sale. From the list below, which is not one of the five?
- Preparation
  - Approach
  - Demonstration
  - Overcome resistance
  - Customer service when problems arise
26. What is the first steps in preparing to advertise on radio?
- Hire the radio personality or voice actor that best meets the needs of your audience
  - Work with the manager of the station you have selected
  - Determine the market for your product or service
  - 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?
- Local newspaper
  - Local radio station
  - School district newsletter
  - 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):
- Above the fold headline
  - Design flow
  - Hot corner placement
  - A layout design flaw

29. Find the percent markdown if the original retail selling prices \$11.95 and the final sales price is \$7.95.
- 150%
  - 67%
  - 37%
  - \$4.00
30. Figure the retail price using a markup percentage of 16% for an item that lists for \$5.99 wholesale.
- \$6.95
  - \$0.96
  - \$7.18
  - \$5.43
31. The type of credit in which the debt is paid off in a series of equal payments.
- Service credit
  - 30-day open charge
  - 90-day charge account
  - Installment plan
32. The following question "Who do you know who could benefit from our products?" is used to determine:
- Suspects
  - Sources
  - Friends
  - Referrals
33. Throughout the sales presentation, it is usually best to
- discuss the strengths and weaknesses of your product
  - discuss competing products even if you are not familiar with these items
  - discuss the weaknesses of the competing salesperson's service after the sale
  - shift the focus of attention away from your product to competing products
34. Typically a salesperson can afford to lose \_\_\_\_\_ of their customer base in a given year:
- 9%
  - 2%
  - 5%
  - 0%
35. In terms of product knowledge, a salesperson
- can know too much about the product
  - is often better off appearing to be "in the dark" at times
  - should provide the prospect with as little information as possible
  - may be well informed but unable to accurately gauge the prospect

36. When developing a product strategy, the salesperson should
- Use feature-benefit strategy
  - Value personal relationships
  - Adopt several 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. Market penetration is a term used to define:
- Number of products sold
  - Depth of the product line
  - Percentage of product sold by you to each customer
  - Percentage of all customers you sell your products to
39. After dealing with an upset customer one should:
- Forget about the incident
  - Take the customers comments personally
  - Review the incident
  - Tell your coworkers
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 thing which an Agribusiness salesperson should be the most concerned?
- How much commission is to be made per sale
  - How he/she dresses
  - The features and benefits of the products sold
  - The satisfaction of the customer
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 customer needs |
| 2. Pre-approach                 | 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
  - Price of product sign
  - Point of purchase sign
  - Point of product sign
44. Selling to farmers may include selling products and services. Which of the following would be considered a service?
- Drone scouting
  - Fertilizer
  - Harvesting Equipment
  - Seed
45. You are a sales representative of a seed company. A customer has a complaint about your competitor. He tells you they never show up on time, never follow-up on his request, and he doesn't ever care if he sees them again. Which of the following is your most appropriate response?
- Ignore the complaint but later call your competition to report it
  - Ask about the customer's expectations and interest in your seed company
  - State your personal experiences with the competition—especially regarding poor customer service
  - Tell the customer that you agree they are worthless
46. When one individual prospect is seen as more desirable and given more attention than other potential customers it is known in sales and marketing as: :
- Segmentation
  - Segregation
  - Separation
  - Targeting
47. Product parity is a term used to define:
- Visual appearance of a product
  - Difference in the performance of two similar products
  - How much better your product performs than the competition
  - Similar performance of a product in relation to another product
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 tractor buyer a feeling of ownership is to
- show the person sales literature on the tractor
  - show the person the actual tractor
  - encourage the person to test drive the tractor
  - tell the person how nice it will be to own the tractor
50. During the sales presentation, you determine that the customer is ready to close the sale. You should:
- Continue to sales pitch

- b. Close the sale
- c. Demonstrate the product
- d. Call in the manager

**2018 Agricultural Sales CDE Objective Exam  
Answer Key**

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

**Product: Peak Blue DEF (Diesel Exhaust Fluid)**

1-2.5 Gallon	\$12.00
5-2.5 Gallon	\$10.00
55-Gallon Drum	\$133.45



**Discover DEF Website:**

<http://www.discoverdef.com/def-overview/>

**Product Website (Peak):**

<https://peakauto.com/products/bluedef/diesel-exhaust-fluid/diesel-exhaust-fluid/>

**Potential Customers:**

1. Regional Fill Station

This customer is a regional fill station for drivers along major interstates with various locations across the US. The fill station sells DEF to accommodate the large customer demand. Supply for sale includes 2.5-gallon jugs and 55-gallon drums, along with selling it in bulk quantity at the pump. Their customers include Pick-ups, SUV, Heavy Duty Trucks and various other consumers who stop for refill.

2. Large Family Farming Operation

This customer is a large family farming operation with four cousins operating as an S-Corporation. They farm 14,000 acres of corn and soybeans over four counties in central Iowa. Their farming operation consists of two 2016 International Prostar Conventional - Daycabs with a 14.9 L Cummins engine. They also recently purchased four John Deere 9520R tractors with 520 HP PowerTech PSS 13.5L engines with Tier 4 emission ratings.

3. 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.