

Ag Sales Team CDE 2006: Exam, Practicum, and Market Analysis

2006 Agricultural Sales CDE Objective Exam

1. When handling an angry customer, you should
 - a. Keep your voice calm and matter-of-fact
 - b. Let your words show that you want to be attentive and helpful
 - c. Listen carefully to the customer and don't interrupt
 - d. All of the above

2. Side conversations while talking on the telephone
 - a. Allows you to do two things at once
 - 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. Listen for both facts and feelings
 - b. Be attentive
 - c. Paraphrase what they are saying
 - d. All of the above

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. Upsets that you can avoid include:
 - a. Promising something and not delivering
 - b. Giving a smart or flip reply
 - c. Questioning the customer's honesty
 - d. All of the above

6. A good display
 - a. always uses color to attract attention
 - b. is used solely to show large quantities of merchandise
 - c. uses incorrect grammar and spelling 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. the manager
 - b. customers

- c. the janitor
 - d. none of the above
9. Customer service is the responsibility of the
- a. President
 - b. Sales Representative
 - c. Sales Clerk
 - d. All of the above
10. A measure used when selling advertising space in a printed media is known as a:
- a. square inch
 - b. fraction of page
 - c. column inch
 - d. line of type
11. An attempt to close the sale at the earliest, most convenient point by making a closing statement is:
- a. A trial close
 - b. A testimonial
 - c. A feature/benefit statement
 - d. An objection
12. Which of the following is not a function of salespeople in agriculture?
- a. sell farmer's products to consumers
 - b. to convince farmers to back political policies
 - c. provide services and information to farmers
 - d. sell supplies and services to farmers
13. When answering a telephone call, you should first
- a. Identify yourself
 - b. Transfer the call
 - c. Place the caller on hold
 - d. Ask them why they are calling
14. _____ is one of the key factors in capturing the share of the market that is available for new business.
- a. competitions debt structure
 - b. competitors management ability
 - c. location
 - d. all of the above
15. Company contact with customers is more often:
- a. Face to face
 - b. By telephone
 - c. By fax machine
 - d. At an open house
 - e. None of the above

16. Cold calling is:
 - a. Calling on prospects with an appointment that fit a certain criteria of type and size
 - b. When a salesperson stops by to visit with a prospect without an appointment or any prior knowledge of the prospect.
 - c. Calling a prospective customer who has asked to be contacted.
 - d. All of the above.
 - e. None of the above.

17. Research in developing market plans is:
 - a. Preparing the business proposition.
 - b. Planning assumptions
 - c. Preparing marketing strategies
 - d. Careful and diligent study to gain knowledge about a market.
 - e. None of the above.

18. What factors must be considered when allowing a refund?
 - a. Cost of the refund.
 - b. Customer history.
 - c. Company management policy.
 - d. Type of product.
 - e. None of the above.

19. A potential customer profile s best described as:
 - a. Knowing the strengths and weaknesses of your competition
 - b. Strengths and weaknesses of your product or service
 - c. Characteristics of potential buyers
 - d. All of the above.
 - e. None of the above.

20. When you first meet a disgruntled customer you should:
 - a. Refer them to your supervisor.
 - b. Establish eye contact and smile.
 - c. Send them to the customer service desk.
 - d. All of the above.
 - e. None of the above.

21. Asking questions is important:
 - a. To figure out the customers needs and wants
 - b. If the customer is a first time buyer.
 - c. Only if not perceived by the customer as being too nosey.
 - d. Not necessary unless you already know the customers situation.
 - e. None of the above.

22. Involving the customer in demonstrations>
 - a. Disrupts the customers concentration and should be avoided.
 - b. Helps keep the customers attention and appeals to their senses.
 - c. Normally indicates lack of sales ability.
 - d. Is used when the 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. Blue
 - b. Green
 - c. Red
 - d. Orange
 - e. Black

24. A background color
 - a. Blue
 - b. Green
 - c. Red
 - d. Orange
 - 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. Prepare a radio advertisement
 - b. Select a radio station
 - c. Work with the station you have selected
 - d. Decide on an attention getter for the advertisement

27. If you want to publicize the FFA in your local community, which advertising media would be the best?
 - a. Local paper
 - b. Agricultural magazine
 - c. Trade journal
 - d. National FFA magazine

28. A good advertisement that causes the eye to move from top to the bottom of the advertisement is known as:
 - a. Attention getter
 - b. Product detail
 - c. A layout
 - d. Design flow

29. Find the markdown if the original retail selling prices \$10.95 and the final sales price is \$6.95.
- \$3.00
 - \$3.95
 - \$4.00
 - \$4.05
30. Figure the retail price using a markup percentage of 15% for an item that list for \$2.25 wholesale.
- \$2.65
 - \$2.70
 - \$2.93
 - \$3.00
31. Type of credit in which the debt is paid off in a series of equal payments.
- Installment plan
 - 30-day open charge
 - Revolving charge account
 - 90-day charge account
32. The check out counter is:
- The most traveled area in the store
 - Where most impulsive buying occurs
 - Used for fragile items
 - Used for large display
33. Throughout the sales presentation, it is usually best to
- discuss all the weakness of competing products
 - discuss competing products even if you are not familiar with these items
 - refuse to discuss competing products
 - 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
- policy
 - industry
 - founder
 - corporate management
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
 - may be well informed but unable to accurately gauge the prospect's level of understanding
 - 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 five buying questions a display should answer?
- What is the product?
 - How much does it cost?
 - Where can I buy it?
 - Is it worth it?
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

**2006 Agricultural Sales CDE Objective Exam
Answer Key**

- | | |
|-------|-------|
| 1. D | 26. B |
| 2. C | 27. A |
| 3. D | 28. D |
| 4. D | 29. C |
| 5. D | 30. A |
| 6. A | 31. A |
| 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. D | 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

Your Job:

In this CUSTOMER RELATIONS practicum you are to assume the role of a District Sales Manager for a major lawn care equipment company. The products that are sold by this company are: mowers (push-type and tractor-style), power lawn rakes, portable lawn seeders and fertilizer spreaders.

You will be making a complaint call requested by a customer concerning the breakdown of a 10 horsepower tractor/mower that is less than one year old. The item was purchased as a new item from your company. The scenario will take place at the customer's home. At this time the customer will identify the complaint scenario. 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 power equipment that has been maintained correctly.

Telephone Skills Contestant B

You are an employee of the Bestway Cooperative. A company that handles and ships 5 million bushels of soybeans each year. You are following up with a customer who has the following complaint.

The customer recently delivered 25,000 bushels of soybeans to your location. Three days after the customer completed delivery a check was received in the mail for the value of the soybeans delivered. The customer reviewed the check and found an error. The customer determined that one semi-truck load of 836 bushels of soybeans 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 four-digit number or the appropriate number where indicated.

Teams 1 – 20 will call the following telephone number

Teams 21 – 40 will call the following telephone number

Teams 41 – 60 will call the following telephone number -

Product Display Contestant C

Using the materials supplied, 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

Background Information

Assume that you are a Marketing Consultant for the Clearwater Logging Supply Company located at 1234 NE 199th Ave., Sitka, Alaska, 99123. Telephone: 1-800-324-7675. Clearwater Logging Supply sells logging equipment and tools to logging companies throughout North America. This year the company is focusing its marketing efforts on safety equipment for loggers in an attempt to help reduce the accident rate and to boost sales of safety products.

Assignment

You have been asked to develop a colored poster that will be sent out to all of Clearwater's customers. The flyer should feature the complete line of safety products including:

Safety Goggles	Price \$25.00
Puncture Proof Gloves	Price \$12.00
Chainsaw Bar Gloves	Price \$ 8.00
Ear Protectors	Price \$35.00/pair
Ear Plugs	Price \$1.00/pair
Shin Guard Leg Protectors	Price \$40.00/pair
Safety Helmets	Price \$25.00

Clearwater is offering a 10% discount on all orders received by April 30, 2006. As the sales consultant you are available to put on safety product demonstrations for companies considering bulk orders of 50 or more units.

2006 Agricultural Sales

Market Analysis Team Event

In this market analysis practicum you are to assume the role of an advisory team that will identify goals for the redevelopment of a custom feed mill operation in the local community. Recently, the local custom feed mill burned down and the owner is struggling with not only the emotion of losing his business. He is trying to determine if he should rebuild. Your assignment is to analyze the current situation and present to the owner your recommendation 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), horse hobbyist, and agricultural equipment businesses.
- B. A new ethanol plant has started up within 3 miles of your location and will be producing approximately 50 million gallons (use 18.5 millions bushels of corn) of ethanol each year. As a by-product, the plant will have approximately 160,000 tons dried distillers grain (DDG) that can be sold as feed supplement
- C. A concern in the community has developed over the lack of businesses available to support community needs, since large-scale production agriculture has a tendency to purchase their inputs in large quantities where price is the determining factor. Leaving limited opportunities for business expansion in the niche market area.
- D. Currently the county produces 26 million bushels of corn with the majority of it shipped on rail out of state prior to the start up of the ethanol plant.
- E. The potential for increasing large-scale livestock operations due to the availability to DDG has become a reality.

Objective:

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