

## 2003 Ag Sales CDE Exam

1. The process of finding new customers is termed:
  - A. Recruiting.
  - B. Prospecting.**
  - C. Telephone contacts.
  - D. Aggressive selling.
  - E. None of above.
  
2. Cold Calling is:
  - A. Calling on prospects with an appointment that fit a certain criteria of type and size and business.
  - 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 above.
  - E. None of above.
  
3. In taking telephone messages, you(r) message should include:
  - A. Name of person who is being called.
  - B. Date, time of call, and your name or initials.
  - C. Action to be taken, such as call back.
  - D. None of above.
  - E. All of above.**
  
4. 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 above.
  
5. Cool calling is:
  - A. When a salesperson calls a prospect without any prior knowledge of the prospect.
  - B. Calling on prospects that fit a certain criteria of type and size of business.**
  - C. Prospects who have been suggested by current customers, fellow salespeople or prospects themselves.
  - D. All of above
  - E. None of above.

6. The following McDonald's statement about a Big Mac is a:  
"Two beef patties, special sauce, lettuce, cheese on a sesame seed bun"
- A. Fact
  - B. Feature
  - C. Benefit
  - C. Both a & b**
7. \_\_\_\_\_ is one of the key factors in capturing the share of the market that is available for new business.
- A. Location**
  - B. Competitions debt structure
  - C. Competitors management ability
  - D. All of the above
8. 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
9. When answering a telephone call, you should first:
- A. Identify Yourself**
  - B. Transfer the Call
  - C. Place the Caller on
  - D. Ask Them Why They Are Calling
10. Which of these is not a major type of display?
- A. Window display
  - B. Point of purchase display
  - C. Shelf display
  - D. All are types of displays**
11. Desirable voice traits on the telephone include
- A. A nasal monotone
  - B. Sounding throaty and raspy
  - C. Sounding pleasant with pitch variations**
  - D. Weak and sometimes squeaky

12. Buying signals are clues to:
- A. Handle the objection
  - B. Close the sale**
  - C. Begin with the opening
  - D. All of the above
13. A product feature is something you can:
- A. See and feel
  - B. Hear
  - C. Smell and/or taste
  - D. All of the above**
14. When ending a telephone call, you should
- A. Be courteous Only if You Made a Sale
  - B. Get rid of the caller fast
  - C. Always be Courteous and well-mannered**
  - D. Let the caller hang up
15. A potential customer profile is 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 above.
  - E. None of above.
16. Defining the "target market" means:
- A. Stated goals in the business proposition.
  - B. Identifying and selecting customers whom are most likely to buy what is produced.**
  - C. Plans for achieving marketing objectives.
  - D. None of above.
  - E. All of above.
17. An "Action Plan" includes the following four areas:
- A. Analysis, research, target market, and marketing strategy.
  - B. Income, evaluation, process, and product.
  - C. Product, price, place, and promotion.**
  - D. All of above.
  - E. None of above.

18. A projected budget is:
- A. A statement of anticipated expenses and income for the market plan.**
  - B. Developing a promotion plan.
  - C. Determining how well the plan did.
  - D. Market research.
  - E. None of above.
19. 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 above.
20. 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 above.
21. What factors must be present to establish effective customer service policy?
- A. Policies must be clear to the customer.
  - B. Supported by company management.
  - C. The primary objective should be customer satisfaction.
  - D. All of above.**
  - E. None of above.
22. If your resolution to a customer complaint doesn't work then.
- A. Present an alternative solution.**
  - B. Inform the customer there is no other solution.
  - C. Contact your supervisor.
  - D. Both A and C.
  - E. None of above.

23. 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 above.
  - E. None of above.
24. Which of the following would **not** be considered one of the five buying questions a display should answer?
- A. What is the product?
  - B. How much does it cost?
  - C. Where can I buy it?**
  - D. Is it worth it?
  - E. None of above.
25. An effective display will:
- A. Tell a story.
  - B. Demonstrate a sales point.
  - C. Get the attention of the customers.
  - D. All of above.**
  - E. None of above.
26. A display should **not**:
- A. Sell on price.**
  - B. Sell on value.
  - C. Attract too much attention.
  - D. Show how a product is used.
  - E. None of above.
27. When building a product display you should:
- A. Use colors that look good together.
  - B. Use words sparingly.
  - C. Use action words to communicate worthwhile information.
  - D. All of above.**
  - E. None of above.

28. Which of the following is not one of the six major display arrangements?
- A. Wedge arrangements.
  - B. Repetition arrangements.
  - C. Round arrangement.**
  - D. Radiation arrangement.
  - E. None of above.
29. A central idea or theme for a display will:
- A. Have many sub-themes.
  - B. Relate the product to the customer.**
  - C. Take up most of your planning time.
  - D. All of above.
  - E. None of above.
30. Before setting up a display:
- A. A drawing or sketch should be made.**
  - B. The price of the product should be reduced.
  - C. Customers should be trained to use it.
  - D. Free product should be given to customer.
  - E. None of above.
31. A display plan:
- A. Limits creativity in design.
  - B. Shows how not to put the display together.
  - C. Helps calculate the cost of the display.**
  - D. Prevents the display from being assembled.
  - E. None of above.
32. Which one of the following is not a main step in developing a display plan?
- A. Determine product or service to be featured.
  - B. Establish a theme.
  - C. Determine who will assemble it.**
  - D. Select the display arrangement.
  - E. None of above.

33. A zig zag arrangement of a display:
- A. Uses stair steps to indicate progress.
  - B. Develop a focal point in the center.
  - C. Sets the product in uneven lines that look informal and fun.**
  - D. Uses repetition of a product.
  - E. None of above.
34. The most important factor of your continued success in the sales field will depend on?
- A. The state of the economy.
  - B. The weather in the area.
  - C. The selling skills you develop.**
  - D. The product you are selling.
  - E. None of above.
35. Getting immediate and favorable attention should be attained in what part of the sales process?
- A. Pre-approach.
  - B. Demonstration.
  - C. Closure.
  - D. Approach.**
  - E. None of above.
36. The most appropriate listening skills include:
- A. Constant eye contact.
  - B. Careful focus on what the customer is telling you.**
  - C. Facial expressions while the customer is talking.
  - D. Strategizing your plans for a close.
  - E. None of the above.
37. Enthusiasm's role in the sales process:
- A. Should be reserved for the close.
  - B. Is essential for the entire sales process.**
  - C. Should peak after the sale is made.
  - D. Should be shown primarily by the customer.
  - E. None of above.

38. 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 noseey.
- D. Not necessary unless you already know the customers situation.
- E. None of above.

39. Arguing with the customer:

- A. Is appropriate when trying to change his mind.
- B. Should take place without shouting.
- C. Convinces the customer you are sold on your product.
- D. **Should be avoided.**
- E. None of above.

40. 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 above.

41. The "Close":

- A. Should be avoided on the first call.
- B. Ideally takes 12% of the total sales call times.
- C. **May occur at anytime.**
- D. Must happen after handling customer objections.
- E. None of above.

42. 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**

Read the following case study and then answer questions 43 & 44

Bill buys a tool from James, a salesclerk at a local hardware store. The next day Bill brings the tool back, telling James that it did not work for the job he wanted done. James sells him another tool, but Bill brings that back too. This time, after very angry words, Bill asks James to see Adam, the manager.

43. Adam the manager, must
- A. Calm Bill
  - B. Send Bill back to James
  - C. Both calm Bill and be a role model for the staff**
  - D. Be a role model for the staff
  - E. None of the above
44. The staff is aware of the whole situation, Adam should:
- A. Pretend nothing happened
  - B. Debrief the staff, focusing on what they all can learn**
  - C. Use James as an example of what not to do
  - D. All of the above
  - E. None of the above
45. Free media placements of information about a small business, its products or its services is called:
- A. Advertising
  - B. Marketing
  - C. Publicity**
  - D. Personal sales
46. You want customers to complain; because,
- A. If they don't they take their business somewhere else
  - B. They tell their friends not to do business with you
  - C. A customer that complains usually comes back
  - D. All of the above**
47. Side conversation 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

48. A **P.O.P.** sign is also known as a ...
- A. Place of purchase sign.
  - B. Point of purchase sign.**
  - C. Price of product sign.
  - D. Point of product sign.
  - E. None of above
49. Which of the following is not a major objective of advertising activities?
- A. To increase the demand for your product
  - B. Increase customer traffic
  - C. Publicize products and services
  - D. Enhance the owners' personal reputation**
50. 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**

**2003 Iowa FFA Agricultural Sales Career Development Event**  
**Customer Relations Practicum**  
**Contestant A**

**Business:** You are a floor sales person working at “Dave’s” local hardware store that sells a variety of Forest and Natural Resource Products. Your customers are generally from a mix of urban and rural population.

**Situation:** A customer who owns a small 10-acre wooded lot purchased a 16-inch Power/Chain Saw within the last month. He/she comes in to store and makes a claim that it never worked properly. The chain was never sharp. The motor started and ran for a short period of time then died. When he attempted to restart it, the pull cord broke and it appeared that the engine had locked up.

The saw costs \$230.00. Dave the storeowner is out of town for two weeks. Dave has asked that you make all service decisions. The product has a 45-day parts and labor warranty that also specifies “proper care” as a criteria for the customer.

Dave’s Store Policy is to provide quality products, good service and have satisfied customers.

Furthermore, as a member of Dave’s sales’ staff you should remember the following in resolving the customer complaint .....

- A satisfied customer is top priority
- Utilize the service department to resolve mechanical problems
- You need to be “Fair” but “Firm”
- If a product is defective replace from inventory

## 2003 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 development of “agricultural value-added businesses” in the local community. Currently, the local cooperative is struggling with how to develop a new marketing strategy that will address the needs of large-scale agronomic producers and provide resources/products to a small-scale clientele. Your assignment is to formulate a set of marketing goals to be presented to the local cooperative board of directors for consideration.

#### Background Information:

- A. The agricultural community is comprised of cash grain producers (average acreage of 1,500 or more), swine producers (2,500 head), small animal production (endless choices), horse hobbyist, and agricultural equipment businesses.
- B. 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 to for business expansion in the niche market area.
- C. Currently 15% of all corn produced in the 36 square mile area (township) is utilized in the swine operations. On average 450 acres of corn is planted per square mile.
- D. The potential for increasing large-scale livestock operations in this area is limited due to current local laws related to environmental concerns.

#### Objective:

Based on the information that you have been presented, list your short and long term goals for developing an “agricultural value-added business” within the community. Be prepared to present your goals and reasoning for the “value-added business” that has been selected for this community.

## **Product Display**

Last year students' were given several items to put into a product display set-up...

## **Advertising**

A product was obtained from Earl May for the contestants to develop an advertisement. Your most creative student should be part of this venture.

We have used a product called Rabbit Scat in the past.

## **2003 Agricultural Sales Career Development Event**

### **Telephone Skills Contestant B**

You are an employee of the DMACC of Ankeny Cooperative. A company that handles and ships 5 million bushels of soybeans each year. You are on the telephone 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 pick up the telephone receiver and dial the four-digit number or the appropriate number where indicated.

**Teams 1 – 20 will call the following telephone number - 6348**

**Teams 21 – 40 will call the following telephone number - 6273**

**Teams 41 – 60 will call the following telephone number - 7120**