

## 2014 Agricultural Sales CDE Objective Exam

1. When a sales presentation is made properly, the natural conclusion to the transaction is to:
  - a. Begin to use open-ended questions
  - b. Set the follow-up meeting
  - c. Complete the paperwork
  - d. Close the deal
2. What strategy should be used to determine how the prospect feels about your suggested solution to his/her problem:
  - a. Answer objections
  - b. Ask for the sale
  - c. Ask trial closing questions
  - d. Demonstrate your product or services based on specific needs
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. Which of the following should be the easiest part of the sales presentation if all components are done correctly?
  - a. Building rapport
  - b. Capture the prospect's attention
  - c. Probe for problems or opportunities
  - d. Close the sale
5. Which of the following is a way that a sales representative can build trust?
  - a. By the amount and quality of information that the decision-maker received from the representative
  - b. By the representative allowing the customer to become part of the selling process
  - c. By the number of personal contacts that were made with the prospective buyer
  - d. All of the above
6. A rule of thumb in sales is that the salesperson should always dress:
  - a. At the same level as the customer
  - b. One level below that of the customer as to make them feel superior
  - c. One level above the customer
  - d. As professional as possible—preferably business professional to black tie level
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 three or more product benefits
  - b. Allow for 'either/or' options
  - c. Using a softening letter
  - d. All of the above
8. In an effective sales interview, researchers recommend that the prospect be allowed to:
  - a. Listen about 60% to 70% of the time
  - b. Talk 25% to 30% of the time
  - c. Talk 60% to 70% of the time
  - d. Talk about 80% to 90% of the time

9. One strategy in being customer-centered is for the salesperson to:
  - a. Focus on making your features benefits to the customer
  - b. Sit in a very relaxed posture through the sales presentation
  - c. Focus on the customer's right eye while they are talking to match their mood
  - d. Use closed-ended questions to get to the close right away
  
10. Which of the following is an example of a provocative question?
  - a. "If you felt you could increase the quality of your outputs and decrease your input costs, would you switch vendors today?"
  - b. "What do you like best out our product?"
  - c. "What do you dislike about your current vendor?"
  - d. "What do you like to do in your spare time?"
  
11. Why would a salesperson use a 'take-away' transition in a sales presentation?
  - a. It helps the salesperson to transition directly to the close
  - b. It helps you obtain permission to ask the prospect difficult questions
  - c. It provides an opportunity for the salesperson to give a large amount of information
  - d. It helps transition from the in-depth probing to the stage rapport-building stage
  
12. One of the biggest traps in using a provocative question with a prospect is called the:
  - a. Product or Service Trap
  - b. Benefit or Need Trap
  - c. Close or Go Hungry Trap
  - d. Indirect Sales and Service Trap
  - e. Buy or Sell Trap
  
13. Probing for opportunities helps a sales or service professional:
  - a. Helps determine customer objections
  - b. Close without pressure
  - c. Stops the customer from offering complaints about the product
  - d. None of these
  
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 prospect from gaining control
  - e. All of the above
  
15. Open-ended questions can best be described as:
  - a. Questions which keep conversation moving
  - b. Questions used to determine a customer's needs
  - c. Yes or no questions
  - d. a and b above
  - e. b and c above
  
16. 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 to "Get over it."
  - b. Tell the prospect that you will have the manager deal with it when he/she gets back
  - c. Ignore the problem as it will eventually go away
  - d. Handle the complaint directly yourself
  - e. Redirect the prospect to realize that the problem was really no big deal
  
17. Which of the following best defines the "Law of Psychological Reciprocity"?
  - a. Psychological Salesmanship
  - b. Hard Closing
  - c. Light Probing
  - d. Active Listening

18. Which of the following is an appropriate element of a closing demonstration?
  - a. Focuses on customer benefits previously identified in the sales presentation
  - b. Gives solid proof of how the product's benefits are superior to the competition
  - c. Focuses on price of the product or service being presented
  - d. Ignores the prospect's feelings about what he or she has been shown and told
  
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. "Do you feel this product could help you reduce your input costs?"
  - d. "I would never want to do business with Company XYZ, would you?"
  
20. Which of the following determine a true prospect?
  - a. Someone who has a need for your product
  - b. Someone who has the authority to purchase your product
  - c. Someone who has the money to pay for your product
  - d. All of the above
  
21. What is one strategy that can be used to rephrase and redirect questions to maintain control during a sales presentation?
  - a. Use the Rule of Three
  - 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. Mutual Reward Theory
  - b. Bloom's Taxonomy
  - c. Maslow's Hierarchy of Needs
  - d. Prospect-Guilt Anxiety
  
23. Why do experts claim that professional salespeople welcome periods of economic downturn?
  - a. Profit margins tighten and challenge them to sell more
  - b. Middle managers are laid off providing less supervision of salespeople
  - c. Salespeople are laid off and can apply for unemployment
  - d. Average and below average salespersons get frustrated and leave the market
  
25. In handling customer objections you should always:
  - a. Turn your customer's objections into positive selling points
  - b. Let the customer talk through their anger
  - c. Show empathy
  - d. All of the above
  
26. The best way to handle a difficult customer is to:
  - a. Let the customer talk through their anger
  - b. Speak back to the customer the way he/she speaks to you
  - c. Become distant and less communicative
  - d. Disarm the customer by challenging them
  - e. All of these
  
27. If you were to ask a customer; "Which of our financing plans is most appealing to you?" You are most likely doing what?
  - a. sealing the deal
  - b. attempting a trial close
  - c. seeing if the customer wants to put the item on layaway
  - d. waiting for the payment for the purchase

28. Why is it important to qualify a prospect on the telephone?
  - a. To help save the salesperson time in a very busy career
  - 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. A receptionist
  - b. A secretary
  - c. An 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. "How are you today?"
  - b. "Mr. Gruis thinks 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. Earll recommended that I contact you. He thought that my company could help you to save money."
  
31. Before you have a face-to-face interview with a prospect, it is important to:
  - a. Send them an email with a list of the product or service's benefits
  - b. Strategize the best way to approach that person to get what you want out of the appointment
  - 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 the sales process?
  - a. Negotiating the purchase price
  - b. Information gathering
  - c. Closing the sale
  - d. Benefits & features
  
33. Most of the features and benefits of the products should be presented:
  - a. At the beginning of the sales presentation
  - b. Immediately after hard closing
  - c. Immediately before the trial close attempted 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. Continue to probe for the underlying objection to the product or service
  - b. Tell the prospect that you can come back next week
  - c. Try a harder closing technique
  - 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. Freedom, Finances and Friendliness
  - b. Feel, Felt, Found
  - c. Family, Food, Finances
  - d. None of these

36. A unique value bundle:
- Is always easily determined or developed after one or two visits with a new customer
  - Is dependent on a good marketing program to help many customers with standard production/pricing combination
  - Doesn't require a written plan
  - Is a group of goods and/or services that is focused on the customers' needs
  - All of the above
37. Which of the following would be categorized as a customer objection?
- "The chemical you sold me is not approved for greenhouses."
  - "What are you going to do about the backorder?"
  - "Your product is too expensive."
  - "I would like to exchange this for the higher tech upgrade."
38. One of the jobs of the sales professional is to educate customers. Common ways to educate customers is to:
- Have a vast amount of information
  - Understand what great product you sell
  - Provide comfortable surrounding for customers enjoy
  - Translate the values and benefits that fit the customer
  - Have a meal with the presentation
39. In the Hierarchy of Human needs, most sales professionals are acting on which needs?
- Self-actualization and self-esteem
  - Self-actualization and security
  - Security and physiological
  - Self-esteem and social acceptance
40. Which of the following is a good way to handle a difficult customer?
- Listen with your eyes
  - Challenge the customer with your eyes
  - Disarm the customer by asking, "Are you trying to give me a problem?"
  - Stop the customer when she begins to get angry
41. Perceived value is made up of:
- Economic, functional, and psychological benefits
  - Economic, business, and relationship benefits
  - Economic benefits only
  - Functional and psychological benefits.
  - Functional and educational benefits
42. Many companies use the following system to determine if the market segment can be profitably served by their company.
- SWING analysis
  - SWOT analysis
  - Statistical analysis
  - Survey of the farmers at the coffee shop.
43. Psychologists tell us to make eye contact with the dominant eye of the prospect. Which eye is dominant in the majority or people?
- Left eye is dominant for most males
  - Right eye is dominant for most females
  - Right eye is dominant for most people in general
  - Left eye is dominant for most people in general

44. Ethical behavior is important in sales and can be described by all but which of the following:
  - a. Building realistic expectations
  - b. Protecting confidences
  - c. Receiving a special favor
  - d. Remaining loyal
  - e. Not downgrading the competition
  
45. Which of the following are five mental stages a customer goes through in making a buying decision:
  - a. Need, Product/Service, Price, Place, Time
  - b. Attention, Intention, Demand, Consumption, and Time
  - c. Attention, Interest, Desire, Conviction, and Action
  - d. Awareness, Intention, Desire, Attitude, and Action
  
46. Which of the following is not a strategy for active listening?
  - a. Paying sincere compliments to the prospect during the sales interview
  - b. Nodding your head in agreement with the prospect during the sales interview
  - c. Paraphrasing a comment made by the prospect during the sales interview
  - d. Asking questions related to why they might want to purchase the product
  - e. None of above
  
47. What is the percent markup of an item whose original retail selling price is \$1450 and the wholesale price is \$999.50?
  - a. 31%
  - b. 46.5%
  - c. 69%
  - d. \$46.00
  
48. A demonstration should always be:
  - a. product oriented
  - b. service oriented
  - c. prospect oriented
  - d. salesperson oriented
  
49. The optical center of a sales "ad" is:
  - a. The exact center of the ad
  - b. A little above and to the left of the center
  - c. Slightly lower than the center
  - d. Slightly to the right of the center
  
50. Displays should answer five buying questions. Which three fall under the five?
  - a. Where it came from, How much, Benefits
  - b. Cost, Is it worth it, Assembly
  - c. How to buy, when to buy, Cost
  - d. What the product is, Cost, Benefits

## 2014 Agricultural Sales CDE Objective Exam Key

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

**Product: 3M TEKK Protection™ Professional Black Hearing Protector**



**Price:**  
\$24.97

**3M Website:**

[http://solutions.3m.com/wps/portal/3M/en\\_US/NATekk/Tekk/Product-Catalog/~/Professional-Hearing-Protector?N=5927440+3294427478+3294529207&rt=rud](http://solutions.3m.com/wps/portal/3M/en_US/NATekk/Tekk/Product-Catalog/~/Professional-Hearing-Protector?N=5927440+3294427478+3294529207&rt=rud)

**3M Decibel Tool (Excellent):**

[http://solutions.3m.com/wps/portal/3M/en\\_US/NATekk/Tekk/Products/Decibel-Tool/](http://solutions.3m.com/wps/portal/3M/en_US/NATekk/Tekk/Products/Decibel-Tool/)

**Home Depot Website:**

[http://www.homedepot.com/p/t/202670479?langId=-1&storeId=10051&catalogId=2&N=5yc1v&R=202670479#shipping\\_options](http://www.homedepot.com/p/t/202670479?langId=-1&storeId=10051&catalogId=2&N=5yc1v&R=202670479#shipping_options)

**Potential Customers:**

1. This customer is a large farm machinery manufacturer with 4 manufacturing plants and over 1000 employees in Iowa. Employees work on various assembly lines and in support capacities in areas such as engineering, line, and grounds maintenance. They are frequently exposed to sounds approaching 85 decibels. They currently use earplugs with a noise reduction rating (NRR) of 29 decibels.
2. This customer is a family owned, independent farrow to nursery swine producer. Husband and wife farrow 400 sows annually. They hire six hourly employees and frequently give urban youth farrowing demonstrations as part of a local Chamber of Commerce Farm-to-Fork agricultural appreciation initiative.
3. This customer is the parent company of a newly constructed, local feed mill located in North Central Iowa. The mill produces 350,000 tons of pelletized hog feed annually. The company employs 14 full time employees and hosts numerous tours consisting of farmers, civic groups, educators, and students.