

2013 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. Ask for the sale
 - d. Close the deal
2. The final step in the closing pyramid is to:
 - a. Capture your prospect's attention
 - b. Ask for the sale
 - c. Build rapport
 - 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. Having facial hair or visible tattoos or piercings can reduce a salesperson's closing rate by:
 - a. 10%
 - b. 30%
 - c. 60%
 - d. 90%
5. Which of the following is a way that a sales representative can build trust?
 - a. Explain all of the problems with the competitor's products
 - b. Allow the customer to become part of the selling process
 - c. Call the customer weekly until the sale is closed
 - d. All of the above
6. Sales studies indicate that it takes an average of:
 - a. 2 – 4 contacts before a sale can be effectively closed
 - b. 5 – 6 contacts before a sale can be effectively closed
 - c. 9 – 12 contacts before a sale can be effectively closed
 - d. 18 – 22 contacts before a sale can be effectively closed
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. Listing the price of the product
 - c. Requesting the sale
 - d. All of the above
8. In an effective sales interview, researchers recommend that the salesperson:
 - a. Should talk about 80% of the time
 - b. Should allow the prospect to talk 25% to 30% of the time
 - c. Should allow the prospect to talk 60% to 70% of the time
 - d. Should 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. Focus on the customer's right eye while they are talking to match their mood
 - c. Sit in a very relaxed posture through the sales presentation
 - d. Be sure to stay away from the customer's personal space

10. Which of the following is an example of a provocative question?
 - a. “What do you like to do in your spare time?”
 - b. “What do you like best out our product?”
 - c. “Why are you dissatisfied with your current vendor?”
 - d. “If you felt you could decrease your input costs and increase the quality of your outputs, would you switch vendors today?”

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 transition from the rapport-building stage to the in-depth probing stage
 - c. It provides an opportunity for the salesperson to give a large amount of information
 - d. It gives the prospect something of monetary value to take with them

12. One of the biggest traps in using a provocative question with a prospect is called the:
 - a. Indirect Sales and Service Trap
 - b. Benefit or Need Trap
 - c. Close or Go Hungry Trap
 - d. Product or 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. Keeps the salesperson in control
 - c. Help to uncover basic needs of the prospect
 - d. Allows the customer to take control of the sales interview
 - e. All of the above

15. Open-ended questions can best be described as:
 - a. A yes or no question
 - b. A question used to determine a customer’s needs
 - c. A question used to help the customer understand the benefits of the product
 - d. a and b above
 - e. b and c above

16. What is the best way to handle negative comments about the competition?
 - a. Explain how much better your product is compared to the competition
 - b. Always agree with the prospect’s negative comments
 - c. Use the term ‘appreciate’ when showing empathy for the prospect
 - d. All of the above

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 not an element of a closing demonstration?
 - a. Focuses on customer benefits previously identified in the sales presentation
 - b. Gives solid proof of the worth of the benefits demonstrated
 - c. Focuses on price of the product or service being presented
 - d. Assesses the prospect's feelings about what he or she has been shown and told
 - e. Uses visual aids to enhance the sales process and give prospects a vision of worth of a product being sold

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 characteristics determine a true prospect?
 - a. Someone who might like your product
 - b. Someone who has the authority to use 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. Identify hidden needs and then identify the product to meet the need
 - 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. Maslow's Hierarchy of Needs
 - b. Bloom's Taxonomy
 - c. Mutual Reward Theory
 - 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. Average and below average salespersons get frustrated and leave the market, leaving more room for professional salespeople
 - c. Middle managers are laid off providing less supervision of salespeople
 - d. Salespeople are laid off and can apply for unemployment

24. Most people buy from their:
 - a. intellect
 - b. emotion
 - c. subconscious
 - d. ability to analyze a product

25. In handling customer objections you should:
 - a. Turn your customer's objections into positive selling points
 - b. Argue with the customer
 - c. Downgrade your competition
 - d. Show empathy

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; “How would you like to handle the financing?” You are most likely doing what?
 - a. sealing the deal
 - b. seeing if the customer wants to put the item on layaway
 - c. waiting for the payment for the purchase
 - d. attempting a trial close

28. Why is it important to qualify a prospect on the telephone?
 - a. Face-to-face sales visits are becoming more expensive
 - 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 Vice President of a company
 - b. The Director of purchasing for a company
 - c. An answering machine
 - 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. “I know that 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. Gruis recommended that I contact you. He thought that my company could help you be more profitable.”

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. Which of the following has the most impact on an initial meeting with a prospective customer?
 - a. Tone of the message
 - b. Words used by the salesperson
 - c. Body language
 - d. All of these are approximately of equal importance

37. Which of the following would be categorized as a customer objection?
 - a. "The chemical you sold me is not approved for greenhouses."
 - b. "What are you going to do about the backorder?"
 - c. "Your product is too expensive."
 - d. "I would like to exchange this for the higher tech upgrade."

38. Which of the following is considered an important part of the Sales Success Formula?
 - a. Pride
 - b. Good Technique
 - c. Desire to Please
 - d. Positive Attitude
 - e. All of the above

39. Which of the following actions help the salesperson 'get to first base' in a sales call?
 - a. Use a sincere, verbal greeting
 - b. Explain the product benefits
 - c. Give a firm handshake
 - d. All of the above

40. Which of the following is a good way to handle a difficult customer?
 - a. Listen with your eyes
 - b. Challenge the customer with your eyes
 - c. Disarm the customer by asking, "Are you trying to give me a problem?"
 - d. Stop the customer when she begins to get angry

41. Which of the following is a good rule for proper telephone technique?
 - a. Smile and portray a friendly attitude
 - b. Use the name of a third party reference
 - c. Prepare your introductory remarks ahead of time
 - d. All of these

42. What is one good method that can be used to improve follow-up with potential customers?
 - a. Have the receptionist call them back the next day
 - b. Invest in a 'tickler' filing system
 - c. Place a post-it note on your calendar
 - d. Take a course on memory improvement
 - e. None of above

43. Psychologists tell us to make eye contact with the dominant eye of the prospect. Which eye is dominant in the majority of 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. Which of the following is the best strategy for successful sales?
- Get prospects to ask detailed questions about the benefits of the product or service
 - Get prospects to talk about themselves and their needs
 - Demonstrate products and services early in the sales interview
 - Get prospects to agree with your negative assessment of the competition
 - All of the above
45. Which of the following is the best way to compete with other sales professionals?
- Degrade their products in the sales presentation
 - Be knowledgeable about how your products or services compare with theirs
 - Know the disadvantages of working with the competition
 - All of the above
46. Which of the following is not a strategy for active listening?
- Paying sincere compliments to the prospect during the sales interview
 - Nodding your head in agreement with the prospect during the sales interview
 - Paraphrasing a comment made by the prospect during the sales interview
 - Asking questions related to why they might want to purchase the product
 - None of above
47. Most people buy from their:
- intelligence
 - emotion
 - subconscious
 - ability to analyze a product
48. A demonstration should always be:
- product oriented
 - service oriented
 - prospect oriented
 - salesperson oriented
49. A good sales presentation will play to the prospects _____ yet be backed up by _____.
- Emotions, feelings
 - Emotions, intellectual proof
 - Intellect, emotions
 - Intellect, financial benefits
50. Salespeople should use a close that:
- Entices pressure from the salesperson
 - Creates a need for the product or service
 - Creates an excitement for the product
 - Creates guilt in the prospect
 - b and c above

Key

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

Product: 3M 6291 & 6391 HEPA Mask/Respirator



3M Mask Sizing:

Mask measurements are made from the top of the mask to the bottom of the chin.

6291 - 4.75"

6391 - 5"

Price:

\$22.99

Replacement Filters:

2091 - \$10.00 (set of 2)

Website:

<http://www.achooallergy.com/mask-3mHEPA.asp>

Potential Customers:

1. This customer is a medium-sized Iowa public school district grounds keeping department that services a football and soccer field, a baseball field, softball field, numerous sports and marching band practice fields in addition to general grounds maintenance. Three full-time janitorial staff members work on the facilities at different times of the year. Up to 3 part time employees are hired for seasonal mowing work annually.
2. This customer is a family owned, custom contracted swine producer. Father and two sons own six 1400 head finishing units. They hire three to four hourly employees and frequently give urban youth facility tours as part of the Silos and Smokestacks Agro-tourism network.
3. This customer is a family-owned chain of nine Farm and Home stores located in southeast Iowa. Each store has a complete line of tools and supplies, for the farm, home and garden. The chain currently carries only the traditional 3M Tekk Particulate dust masks. They sell a 20-pack for \$19.97.