

**2016 Agricultural Sales CDE Objective Exam DO NOT WRITE ON THE EXAM!**

1. In sales, many times you will use an open-ended question. Which is an example of an open question?
  - a. Did you call them?
  - b. What caused that to happen?
  - c. Have you received your refund?
  - d. Will you attend our seminar?
  
2. To use the selling skills, a profession salesperson has to understand the customer's need and their purchasing preferences though:
  - a. Being a psychologist
  - b. Guessing
  - c. Being a good listener
  - d. Convincing them that they need a product regardless of their needs
  
3. Agri-sales people use \_\_\_\_\_ and \_\_\_\_\_ to make the best use of their time.
  - a. Cold calls and phone calls
  - b. Selling strategies and call plans
  - c. Cool calls and tepid calls
  - d. Hot leads and guaranteed sales
  
4. Which of the following best describes the manner in which a prospect should be prioritized?
  - a. In the order product request was received
  - b. By the perceived affluence of the customer
  - c. By the amount of potential business represented
  - d. Based on your personal relationship with the customer
  
5. Which of the following is a way that a sales representative can build trust?
  - a. By limiting the quality of information given to the decision-maker received
  - b. By the sales representative allowing the customer to become part of the selling process
  - c. By limiting the number of personal contacts made with the prospective buyer
  - d. All of the above
  
6. Professional agri-selling is built on five building blocks. The foundation of these building blocks is:
  - a. Using a language among sales people
  - b. Having a strong code of ethics
  - c. Using a set of scientific principles
  - d. Possessing specific body of knowledge
  - e. Having a set of systematic procedures of human behavior
  
7. In Maslow's Hierarchy of Human needs, most sales professionals are acting on which needs?
  - a. Self-actualization and self-esteem
  - b. Self-actualization and Security
  - c. Self-esteem and social acceptance
  - d. Security and Physiological
  
8. Many companies use the following system to determine if the market segment can be profitably served by their company.
  - a. SWING analysis
  - b. SWOT analysis
  - c. Statistical analysis
  - d. Survey of the farmers at the coffee shop.

9. What is one recommendation to use to keep your prospect talking during the rapport-building portion of a sales meeting?
  - a. Use closed-ended questions to get to the close right away
  - b. Tell personal stories that relate to the prospect
  - c. Use light probing by asking open-ended questions
  - d. Ask for the sale right away
10. To be successful at a trade show you need to:
  - a. Get the attention of the passerby
  - b. Wait for people to stop
  - c. Make it your first priority to talk with the co-exhibitors
  - d. Wait for prospect to call you after the show is finished when they have read all the materials you gave them.
11. A salesperson should discuss their company's product:
  - a. Before light probing begins
  - b. After determining the prospect's wants and needs
  - c. Before the customer can discuss any complaints about it
  - d. After determining the problems with the competition's product
12. Why would a salesperson use a 'take-away' transition in a sales presentation?
  - a. It helps the salesperson to transition directly to problem-solving stage
  - b. It helps transition from the rapport-building stage to the in-depth probing stage
  - c. It provides an opportunity for the salesperson to determine seriousness of the buyer
  - d. It gives the prospect something of monetary value to take with them
13. In handling customer objections you should:
  - a. Argue with the customer
  - b. Downgrade your competition
  - c. Show empathy
  - d. Turn your customer's objections into negative selling points
14. Which of the following is an example of a provocative question?
  - a. "What do you like to do in your spare time?"
  - b. "If you felt you could decrease the cost of your inputs while maintaining your current level of production, would you consider purchasing our product and services today?"
  - c. "Why are you dissatisfied with your current vendor? I think that we can provide a much better project than they can."
  - d. "Should we talk about this over a game of golf?"
15. Which of the following is a good way for the sales representative to maintain control?
  - a. Move quickly from the introduction to the close
  - b. Using a provocative question and takeaway transition together
  - c. Uncover the prospect's basic needs through probing
  - d. Allow the customer to share concerns during the sales interview
16. What is the best way to handle negative comments about the competition?
  - a. Use indiscretion when probing about what the prospect disliked
  - b. Always agree with the prospect's negative comments as the customer is always right
  - c. Use the term 'appreciate' when showing empathy for the prospect
  - d. All of the above
17. In an effective sales interview, researchers recommend that the salesperson:
  - a. Should talk about 75% of the time
  - b. Should allow the prospect to talk 10% to 20% of the time
  - c. Should allow the prospect to talk 60% to 70% of the time
  - d. Should allow the prospect to complain about the product until they are finished

18. Which of the following is not an element of a closing demonstration?
  - a. Focus on customer benefits previously identified in the sales presentation
  - b. Focus on price of the product or service being presented
  - c. Uses visual aids to enhance the sales process and give prospects a vision of worth of a product being sold
  - d. Assesses the prospect's feelings about what he or she has been shown and told
  
19. The primary purpose of the pre-approach is to
  - a. Gather information about the prospect
  - b. Gather information about the company
  - c. Capture the prospect's full attention and build interest in the product
  - d. All of the above
  
20. Which of the following would be the best example of a trial close?
  - a. "Do you feel this product could help you increase your input costs?"
  - b. "I can provide you with the best service in the industry, don't you agree?"
  - c. "I would never want to do business with Company XYZ, would you?"
  - d. "Do you feel that this product would improve your efficiency?"
  
21. A successful advertisement has three specific qualities. Grabbing people's attention is one. What are the other two?
  - a. Easy to read/visually pleasing & the desire to buy/want to learn more about
  - b. Desire to buy/want to learn more & provoke an interest
  - c. Easy to read & visually pleasing
  - d. Desire to buy & the want to learn more
  
22. What is the percent markup of an item whose retail selling price is \$1450 and the wholesale price is \$999.50?
  - a. 450.5%
  - b. 45.07%
  - c. 68.93%
  - d. 145.07%
  
23. If you were to ask a customer; "Which method of financing would work best for you?" You are most likely doing what?
  - a. Attempting a trial close
  - b. Sealing the deal
  - c. Seeing if the customer wants to put the item on layaway
  - d. Asking a provocative question
  
24. In handling customer objections you should always:
  - a. Argue with the customer
  - b. Downgrade your competition
  - c. Show high emotion
  - d. Turn your customer's objections into positive selling points
  
25. If you make an error as a salesperson you should:
  - a. Never tell the customer
  - b. Transfer the issue to the customer service representative
  - c. Be honest with the customer
  - d. Ignore the error as the customer will probably not determine it

26. Professional salespeople welcome periods of economic downturn because:
- Profit margins tighten and challenge them to sell more
  - Middle managers are laid off providing less supervision of salespeople
  - Average and below average salespersons get frustrated and leave the market, leaving more room for professional salespeople
  - Salespeople are laid off and can apply for unemployment
27. Side conversations or texting while talking on the company telephone
- Allows you to multi task
  - Keeps the customer on their toes
  - Should be avoided so you can give the caller your full attention
  - Only should be utilized when you are really busy
28. Which of the following would be a 'gatekeeper' that a salesperson would need to talk to when making a cold call?
- An answering machine
  - A secretary
  - The company CEO
  - None of these
29. When making a cold call, which of the following statements would be most appropriate?
- "What's up, dude?"
  - "I know that we can help your company increase its profits. Mr. Tupper hasn't been able to do that for you, has he?"
  - "Mr. Gruis said that your current supplier was having problems meeting your needs? We can provide better services than they can."
  - "Mr. Johnson recommended that I contact you. He thought that my company could help you be more profitable."
30. Emotional buying motives are based on
- Logical reasoning for making the purchase
  - Customer desire to have the product or service
  - Product is more important than the location of the purchase
  - None of the above
31. Which of the following determine a true prospect?
- Someone who wants to purchase your product
  - Someone who needs supervisory approval to purchase your product
  - Someone who has the money to pay for your product
  - Someone who has the money to pay for your product and the authority to make the purchasing decision
32. Which of the following is not one of the four components of the sales process?
- Information gathering
  - Benefits & features
  - Closing the sale
  - Negotiating the purchase price
33. What should a salesperson do when a prospect states, "I want to think about it more"?
- Tell them "That is a waste of my time"
  - Tell the prospect that you will be happy to come back next week
  - Continue to probe for the underlying objection to the product or service
  - Implement an immediate takeaway strategy

34. Which of the following is the first thing an advertisement should accomplish?
- Show product benefits to the customer
  - Get the customer's attention
  - Create a desire to buy
  - Supply the product information
  - None of above
35. Cool Calling is:
- When a salesperson call a prospect without prior knowledge of the prospect
  - Calling on prospects that fit a certain criteria of type and size of business
  - Prospects who have been suggested by current customers, fellow salespeople or the prospects themselves
  - Selling in northern Minnesota in April
  - None of above
36. Which of the following would be categorized as a customer objection?
- "What are you going to do about the backorder?"
  - "The tracking number on the delivery does not work."
  - "I would like to exchange this for the higher tech upgrade."
  - "Your product is much higher priced than I would have expected."
37. The objective of market analysis is to
- Make a sales presentation
  - Create a new product
  - Develop a marketing plan
  - Finalize a sale
  - All of the above
38. A prospect that wants public recognition, is enthusiastic, and does not worry about the details is most likely a:
- Harmony-seeker
  - Results-seeker
  - Detail-seeker
  - Excitement-seeker
39. The unique way in which a firm combines its product, price, promotion, and place strategies to appeal to its customers is called the:
- marketing process
  - the four Ps
  - merging strategies
  - marketing mix
40. The market price is the price:
- where consumers will buy all the product that the producers will sell
  - set by the producer
  - set by the salesperson
  - where producers must sell their products
41. Comments made about a product are usually features or benefits? Which of the following is a feature?
- Its simplicity will save you money on repairs
  - Because of its superior strength, it will last longer
  - This machine usually works pretty well
  - The quick change feature allows you to change the blade in half the time

42. 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 people in general
  - Right eye is dominant for most females
  - Left eye is dominant for most people in general
43. In marketing and sales, "POP" stands for:
- the point of purchase
  - a place on package
  - a measure of the conciseness of a salesperson's presentation
  - the effect that an advertisement has on the customer's mind
44. Which of the following is the best way to compete with other sales professionals?
- Understand the warranty and refund policies of your company
  - Be aware of what the competition is offering and tell the customer its weaknesses
  - Tell the customer how your products or services are much better than specific competitors
  - All of the above
45. Which of the following is a strategy for active listening?
- Tell the prospect about the benefits of the product during the sales interview
  - Listen carefully and respond to the prospect's needs during the sales interview
  - Tell the customer why a comment they made was wrong during the sales interview
  - Injecting your opinion of why they should purchase the product
  - None of above
46. What factors must be present to establish effective customer service policy?
- Policies must be clear to the customer
  - Supported by company management
  - The primary objective should be customer satisfaction
  - All of above
  - None of above
47. A demonstration given to a potential customer should always be:
- service oriented
  - prospect oriented
  - return oriented
  - cost oriented
48. In taking telephone messages, you should:
- Forward to the appropriate voicemail
  - Include the date, time of call, and your name and initials
  - Try to take care of the issue right away
  - All of the above
49. Suggestive selling is
- Thanking the customer for the sale
  - Moving the customer away from an objection
  - Offering an additional item that goes with the item just purchased
  - Offering a two-for-one pricing option
50. The three 'F's' Technique is commonly used to overcome objections. What do the three "F's" stand for?
- Freedom, Finances and Friendliness
  - Feel, Felt, Found
  - Family, Food, Finances
  - None of these

## Answer Key

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

**Product: Hills® Science Diet® Grain Free Adult Dog Food**

**Salmon & Potato (21 lb bag)      \$39.59 wholesale**

**Chicken & Potato (21 lb bag)      \$39.59 wholesale**



**Manufacturer Website:**

<http://www.hillspet.com/en/us/home>

**Product Website:**

<http://www.hillspet.com/en/us/products/sd-canine-adult-grain-free-dry>

**Potential Customers:**

1. County Seat Vet Clinic

This customer is a veterinary clinic located in a county seat community in Iowa. This rural county has a population of 20,000-25,000 people and the population of the county seat is 3,500 people. This veterinary clinic specializes in small and large animal care. Customers range from swine, cattle, sheep, dairy, and goat farmers to domestic and exotic pet owners. Many customers have requested additional information about pet food allergies.

2. Pet Day Care

This customer runs an urban pet resort in central Iowa that caters to high socio-economic class dog owners. Advertising that they provide “The Best for Your Fido”, this company provides the following ‘day care’ and ‘pet spa’ services: full grooming, doggie playtime, doggie spa treatment, and doggie wash and dry packages. Additional boarding services for weekend to 30 day packages are available. It’s where all the waggin’ tails want to be!

3. Farm and Home Store

This customer is a family owned and operated agriculture supply chain with 85 stores in Iowa, Nebraska, South Dakota and Kansas. Advertised as a one-stop center for nursery, lawn and garden, hardware, pet supplies, and farm supplies and equipment, this customer has a reputation for quality products and service. Store locations range from communities with around 3,000 people to over 30,000 people.