

2018 South Dakota State FFA Agricultural Sales Exam

Name _____ School _____ Participant Number 1 2 3 4

1. When confronted by a dominating customer, it is good sales technique to do which of the following?

- A. Let the customer do all of the talking
- B. Present your information quickly
- C. Make them feel important by nodding in agreement
- D. All of the above

2. A cold call is?

- A. A visit with an existing customer
- B. A telephone call establishing an interest in your company and/or product
- C. A conversation at a local trade show with a shy existing customer
- D. All of the above

3. Matt is planning next year's sales budget. He would like to hire another sales person; however, he knows that to get his manager's approval he needs to build a good case for the new hire. He needs to justify that the new person will be

- A. Return on asset
- B. Return on equity
- C. Return on employee
- D. Return on investment

4. Effective sales calls have the following attributes

- A. Short, focused, dynamic
- B. Price oriented, focused, dynamic
- C. Short, needs based, focused
- D. Effective, efficient, elusive

5. If you were to receive 3% commission on every 8.5' by 25' gooseneck sold at retail price what would your commission be?

- A. \$200.97
- B. \$20.10
- C. \$250
- D. \$2009.70

6. What would be the total price of the 8.5' x 20' gooseneck at retail price with 6.5% sales tax if the customer included a mesh landscape box.

- A. \$7436.70
- B. \$6224.00
- C. \$6630.35
- D. \$6628.56

7. Credit is?

- A. Only used to get a loan at a bank
- B. Should never be offered by a sales person, only a business manager
- C. Providing product to a proven customer to be paid at a specific date
- D. A way to provide a customer with a product that can not pay.

8. If you a customer asks a question that you cannot answer what is the correct thing to do?

- A. Fabricate an answer
- B. Make a best guess
- C. Google it
- D. Call your boss or another sales associate and get back to the customer even if it takes a few days

9. "Shall I start to write the order?" is an example of?

- A. Trial close
- B. Hard close
- C. Summary close
- D. A sneaky approach

10. Costco (trademark) discount stores have a simple pricing system. They price all products as follows:

"cost + 15% = price."

- A. Sets their gross income
- B. Sets their product margin
- C. Sets their ROI
- D. Sets their ROA

11. Leroy has explained to his sales manager that Mr. Smith is very elusive and avoids appointments. He has successfully evaded Leroy and several other sales people from the company. Mr. Smith would be a very big account. Recently, Leroy learned from one of his current customers that Mr. Smith is an avid collector of Ford Thunderbirds. So Leroy looked up the names and meeting times of all of the "thunderbird clubs" in town and began attending their meetings during the evening. Eventually, he encountered Mr. Smith and got an appointment. This is an elaborate example of which of the following sales techniques?

- A. Goal Setting
- B. Sales Strategy
- C. Wasting Time
- D. Human Interest

12. The _____ and _____ of your product would be ideal to use when addressing customer objections.

- A. Performance and Benefits
- B. Reviews and Price
- C. Brand and Looks
- D. Features and Benefits

13. Most common and obvious mistake made by young sales people is?

- A. Pushing the customer to close
- B. Combating potential objections
- C. Lacking confidence
- D. Failure to close the sale

14. The best skill a sales person can possess or should develop is?

- A. Confidence
- B. Product knowledge
- C. Good listening skills
- D. Public speaking

15. A sales person engages a customer in a conversation to accomplish what goal?

- A. sell the product
- B. assess customer need
- C. build rapport
- D. classify a customer
- E. all of the above
- F. Both A and C
- G. None of the above

16. An "elevator pitch" is:

- A. a sales approach that builds or rises to the "top floor" of benefits during presentation
- B. a short, concise, focused sales presentation
- C. a sales approach designed for elevators
- D. a 30 seconds speech about your products

17. A customer states that he/she needs a trailer that can be pulled by a receiver hitch. This is an example of?

- A. Customer desire
- B. Customer want
- C. Customer complaint
- D. Customer need.

18. Experienced sales people are always aware of the profit margin on each product category. Profit margin is?

- A. Difference between cost of goods and sales price
- B. Difference between retail price and actual sales price
- C. Gross income
- D. None of the above

19. Which of the following is the best source for new prospects?

- A. cold calls
- B. trade shows
- C. referrals
- D. all of the above

20. A sales person should never?

- A. Make a deal on a product
- B. Make small talk with a customer
- C. Over promise and under deliver
- D. Over deliver and under promise

21. What would be your first step in approaching a new customer

- A. Discuss product features
- B. Introduce yourself
- C. Break the ice
- D. Build rapport

22. When you and the customer are working through questions and answers what part of the sales process is this?

- A. Building rapport
- B. Closing
- C. Objections
- D. Discovering's needs and wants

23. A sales person is always aware of the importance of...

- A. Gaining new customers in addition to current customers
- B. Increasing sales to keep job
- C. Retention of current customers
- D. All of the above

24. Rapport is important because it...

- A. Builds long term relationships, aids customer retention
- B. Builds short term relationships, makes selling fun
- C. Builds friendship but not a sale
- D. Helps sales person keep position

25. When a customer has a complaint what should you do?

- A. Call a manager
- B. Do an immediate refund no questions asked
- C. Take the customer seriously and help solve the problem
- D. Ignore the complaint

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KEY

1. D
2. B
3. D
4. C
5. A
6. D
7. C
8. D
9. A
10. B
11. B
12. D
13. D
14. C
15. E
16. B
17. D
18. A
19. C
20. C
21. B
22. D
23. D
24. A
25. B

