

March 7, 2006

Name: _____ Participant # _____

KEY

2006 North Carolina FFA Agricultural Sales Career Development Event



Section I: Multiple Choice (25 points)

INSTRUCTIONS: There are 25 questions on this section of the event. Please check carefully to see that you have **six (6)** pages including this cover page.

Read each question carefully. **Circle the letter for the one best answer.** Each question is worth one (1) point. You have **25 minutes** to complete this section of the event.

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1. A _____ is an individual acting for a company by performing one or more of the following activities: prospecting, communicating, servicing, and information gathering.
- A. sales manager
 - B. salesperson**
 - C. marketer
 - D. order taker
2. The demand for John Deere lawn and garden tractors sold at Lowes stores depends on homeowners' willingness to cut their lawns. This is an example of _____ demand.
- A. derived**
 - B. joint
 - C. business
 - D. changing
3. The prospecting step in the selling process includes identifying and _____ the prospective customers. Without both of them much time and effort will be wasted.
- A. calling
 - B. qualifying**
 - C. pre-selling
 - D. making an appointment with
4. This step in the sales process is necessary if the salesperson wants to ensure customer satisfaction and repeat business.
- A. proper approach
 - B. professional presentation
 - C. handling objections well
 - D. follow-up**
5. Most of the market is "in the hands of" the
- A. market challenger
 - B. market follower
 - C. market leader**
 - D. market analyzer
6. You are currently researching the size, location, age, and occupations of the customers in your company's target market. What is this part of the marketing environment called?
- A. demographics**
 - B. geographics
 - C. product usage
 - D. competitors

7. Which one of the four Ps of the marketing mix describes the goods-and-services combination that your company offers to the target market?

- A. product**
- B. price
- C. promotion
- D. place

8. Derived demand is

- A. customer wants and needs that are backed by buying power.
- B. completing a survey to determine your customers' wants and needs.
- C. completing a survey to determine the wants and needs of all customers.
- D. business demand that ultimately comes from the demand for consumer goods and services.**

9. Current view holds that salespeople should be concerned with producing customer satisfaction and company profit. So whom do they generally represent?

- A. they represent the company to the customer
- B. they represent the company to the owners or investors
- C. they represent the customer to the company
- D. both A and C**

10. The role of the salesperson is to

- A. be friends with the customer.
- B. meet the sales goals for the day.
- C. sell as much as they can to the customer.
- D. help the customer solve a problem.**

11. Selling is the part of marketing

- A. where the seller is closest to the buyer.**
- B. when you close the sale.
- C. when you decide the price of the product.
- D. where you get to know the buyer.

12. Governed by code of ethics, following a set of scientific principles, possessing a body knowledge about selling, having systematic steps that lead to successful sales, and using a common language of selling terms are characteristics of a:

- A. group of sellers and buyers
- B. profession**
- C. pyramid sales organization
- D. group of marketers

13. A relationship where the salesperson's only goal is to sell products to customers whether they need the product or not, describes
- A. relationship marketing
 - B. a situation where the company is likely to run out of customers before it runs out of product.**
 - C. order taking
 - D. selling
14. The "80/20 rule" is
- A. 80% of sales come from 20% of customers**
 - B. 80% of a salespersons time is waste effort. Only 20% actually leads to product sales. C. C.
 - C. 80% of selling is luck. 20% is skill.
 - D. 80% of sales people are not successful. 20% make a career of selling.
15. A customer states the following...
- "Your product is of poor quality."
 - "Your company is new and I don't know if I can trust the product."
 - "I will stop by next time I'm in town."
 - "I cant' afford your product."
- The statements ...
- A. mean that the salesperson will never make the sale.
 - B. are four customer objections that cannot be handled by the salesperson.
 - C. are four customer objections that can be handled by the salesperson.**
 - D. are not important and the salesperson needs to keep on selling
16. Which of the following is an example of a **sales call objective**?
- A. to make the sale
 - B. to inform the customer about the product or service
 - C. to gather information about the customer.
 - D. all of the above**
17. The consumer market is
- A. the segment of the overall market that consists of individuals who buy goods and services for personal consumption.**
 - B. called the wholesale market.
 - C. when producers of good and services sell to other businesses.
 - D. all of the above

18. A “roadmap” of how a product will be marketed and sold is
- A. a business plan.
 - B. a marketing plan.**
 - C. a listing of the marketing sales strategies
 - D. a SWOT analysis
19. Advertising is any form of non-personal communication about a product or service. An example of advertising is a
- A. an on-farm visit by a professional salesperson.
 - B. a news conference announcing that a new seed technology is available.
 - C. a 30-second radio commercial promoting the use of a new seed technology to produce a crop**
 - D. a direct mail “dollars-off” coupon to farmers that encourages the purchase of a brand of seed to produce a crop.

SWOT analysis is a way of identifying the most important strengths, weaknesses, opportunities and threats facing an agribusiness and its products. Read the mini-scenario below about Happy Valley Farms and answer questions 20-22.

Happy Valley Farms raise and sells meat goats in Piedmont North Carolina. Most of their sales are one live animal at a time to “walk-up customers” at the farm. A USDA inspected and approved goat slaughter facility being built 15 miles up the road from the farm. There are five (5) other meat goat producers in the county.

20. For Happy Valley Farms, which one is an example of a **strength**?
- A. selling one live animal at a time to walk up customers
 - B. USDA approved slaughter facility being built
 - C. five (5) other goat producers in the county
 - D. meeting the demand for local NC raised meat goats**
21. For Happy Valley Farms, which one is an example of an **opportunity**?
- A. selling one live animal at a time to walk up customers
 - B. USDA approved slaughter facility being built**
 - C. five (5) other goat producers in the county
 - D. meeting the demand for local NC raised meat goats
22. For Happy Valley Farms, which is an example of a **threat**?
- A. selling one live animal at a time to walk up customers
 - B. USDA approved slaughter facility being built
 - C. five (5) other goat producers in the county**
 - D. meeting the demand for local NC raised meat goats

23. Facial expressions, gestures, body language, and eye contact are all examples of

- A, verbal communication.
- B. non-verbal communication.**
- C. listening skills.
- D. selling skills.

24. The following describes **market segmentation**.

- A. Developing specific marketing effort that targets consumers with unique needs**
- B. Developing a product for the overall population
- C. Making similar products with small differences
- D. Agriculture does not do market segmentation

25. A salesperson's duties

- A. end when the customer raises an objection.
- B. end when the money is collected.
- C. end when the product is delivered.
- D. never end in order to maintain a long-lasting customer relationship.**

END OF THE MULTIPLE CHOICE SECTION
of the 2006 FFA Ag Sales Career Development Event.