March 4, 2015

Name: ____________________________ Participant # ________

2015
North Carolina FFA
Junior Agricultural Sales
Career Development Event

Multiple Choice (20 points)

INSTRUCTIONS: There are 20 questions on this section of the event. Please check carefully to see that you have five (5) pages including this cover page.

Read each question carefully. Select the 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. Top sales professionals know that the most effective way to make a sale is to:
   a. Show prospects, customers, or clients that they are better off using the products or services that the salesperson is providing.
   b. Demonstrate a multitude of sales techniques to a customer
   c. Share the entire product or service line of the company
   d. All of the above will provide the same level of effectiveness in a sale.

2. Which of the following forms of appearance can reduce the ability of salespeople to conduct sales
   a. Facial hair
   b. Tattoos
   c. Piercings
   d. All of the above

3. Why would a salesperson send a letter to a new client prior to making an appointment?
   a. Demonstrate products or services
   b. Obtain a referral
   c. Build trust
   d. Sell a product or service

4. The form of personal communication that is most effective in a sales presentation is:
   a. Tone of voice
   b. Non-verbal cues such as eye contact, gestures, and body language
   c. Words
   d. Printed brochures

5. Why should a salesperson concentrate on what a contact is saying?
   a. Allows for the chance to feign interest in the client
   b. Concentration helps the salesperson to stay on script
   c. Gives the chance for the salesperson and the contact to agree on a point
   d. Not listening to the client will lead to missed sales opportunities

6. Most people buy based upon ________________.
   a. Facts
   b. Opinions
   c. Emotions
   d. People buy based upon all three equally
7. What is the key difference between a salesperson making a sale over the telephone compared to a salesperson making a sale in person?
   a. Over the phone sales rely heavily on eye contact and facial expressions
   b. **Over the phone sales rely heavily on voice tone and word selection**
   c. In person sales rely more heavily on voice tone than facial expressions
   d. There are no differences because selling is selling

8. Which of the following is the most effective sales technique?
   a. Criticizing competitors
   b. Speak loudly to customers
   c. Always be willing to make promises to customers
   d. **Forget sales disappointments and continue work**

9. Which of the following is a reason why a customer would buy a product?
   a. Solve a problem
   b. Enhance their position
   c. **Both A & B**
   d. Neither A or B

10. Which of the following statements is true about salesmanship?
    a. Appearance has little to do with approaching customers
    b. **Most successful salespeople view selling as a game**
    c. When a salesperson is busy with another task, a customer is a distraction
    d. Non-verbal signals are less important than verbal greetings

11. Which of the following traits are desired of a potential customer?
    a. The customer has a need for the item that the salesperson is selling
    b. The customer has the authority to make a purchase
    c. The customer has the money to pay for an item
    d. **All of the above are desired traits of customers**

12. Which person in the following is the best potential prospect for a salesperson?
    a. **Current client**
    b. Referral from another client
    c. Referral from another competitor
    d. Cold call client
13. How should a salesperson behave in a conversation with a receptionist?

a. Aloof  
b. Condescending  
c. Evasive  
d. Direct

14. Which of the following is a successful sales technique?

a. Read a script  
b. Use clichés  
c. Fly by the seat of the pants  
d. Return phone calls from clients

15. What form of non-verbal communication is the most effective when making a sale?

a. Shifty eyes  
b. Forced smiles  
c. Swaying from side to side  
d. Leaning slightly forward to the customer

16. A physical characteristic of quality of an item is a ________________.

a. Feature  
b. Dramatization  
c. Need  
d. Receipt

17. When a salesperson is not engaged in actual selling, what can a salesperson do to become a better salesperson?

a. Study merchandise and services  
b. Observe other salespeople  
c. Attend sales training programs  
d. All of the above would help in improving a salesperson

18. If a product or service is not needed by the customer, what should be done by the salesperson?

a. Continue trying to sell the item to the customer  
b. Tell the customer that the product will not meet their needs  
c. Ignore the customer  
d. None of the above approaches should be taken by the salesperson
19. The type of selling that involves suggesting merchandise that is related to the original sale is called ________________________.
   a. Suggestion selling
   b. Reassurance selling
   c. Personal selling
   d. Display selling

20. The reason why customers are influenced to purchase a product is a ______ motive.
   a. Loyalty
   b. Buying
   c. Selling
   d. Premium

END OF THE MULTIPLE CHOICE SECTION