

March 4, 2015

Name: _____ Participant # _____



JFAG SALES KEY

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.

Prepared by:
Stephen Edwards
Assistant Professor of Agriculture Education, University of Mount Olive

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