Name: ___________________________ Participant # __________________

2015

North Carolina FFA
Agricultural Sales
Career Development Event

**Written Examination (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. **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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2015 NC FFA Agricultural Sales CDE- Multiple Choice Test Page 1
1. Trying to close a sale at the earliest point is known as:
   a. Objection Close
   b. Premium Close
   c. Natural Close
   d. Trial Close

2. When a customer gives an objection, what should the salesperson do first?
   a. Listen to the objection
   b. Answer the objection
   c. Restate the objection
   d. Show empathy to the customer

3. Which of the following would help a salesperson to sell an item too large for the sales presentation room?
   a. Boomerang Aid
   b. Inventory Aid
   c. Selling Aid
   d. Interview Aid

4. What type of sales transaction is the easiest to record?
   a. Cash Sale
   b. Credit Card Sale
   c. Check Sale
   d. COD Sale

5. What employees in a large agricultural sales business are responsible for recording sales, making change, and wrapping merchandise?
   a. Cashiers
   b. Stockers
   c. Custodians
   d. Representatives

6. When applying for a sales job, which of the following should be practiced by the applicant?
   a. Criticize former employers
   b. Arrive late for the interview
   c. Address the interviewer by name
   d. Display a feeling of inferiority
7. If a salesperson wanted to start their own business, what should be their first step?
   a. Obtain necessary licenses
   b. Consider possible business locations
   c. Arrange for financing for the business
   d. **Learn all they can about the business**

8. The type of questions asked by salespeople to determine the customer’s needs are ___________ questions.
   a. Closing
   b. Emotional
   c. **Qualifying**
   d. Buying

9. Which item of clothing should be avoided by a female salesperson in the agricultural industry?
   a. Closed-toe, low heel shoes
   b. Medium (Knee) length skirts
   c. **Revealing blouses**
   d. Wedding band

10. How can a salesperson reduce resistance to a sale?
    a. Argue with the customer
    b. **Get clarification about any objections**
    c. Give lengthy answers to all questions from the customer
    d. Keep from leaving the sales script

11. Which of the following is the top benefit why a customer would like to make a purchase?
    a. For security or piece of mind
    b. **To make money**
    c. For comfort or convenience
    d. For satisfaction or pleasure

12. Which action by a salesperson would be appropriate at the beginning of a sales pitch?
    a. Giving a gift to the customer
    b. Hugging the customer
    c. **Shaking the customer’s hand**
    d. Staring at the customer’s feet
13. If a customer says no to a sales pitch, which of the following is true?
   
   a. The customer has refused current business with the salesperson  
   b. The customer has refused current and future business with the salesperson  
   c. The customer has given a personal rejection to the salesperson  
   d. All of the above are correct

14. Which of the following statements is true about salesmanship?
   
   a. Product knowledge does little to give the salesperson additional confidence  
   b. The more merchandise that the salesperson places before the customer, the better the sale will go  
   c. A “hot button” is something that appeals to a customer’s motives for buying  
   d. It is a good idea for a salesperson to tell the customer everything that they know about the product or the service

15. What is most likely to happen during tough business climates like a recession?
   
   a. The best salespeople tend to lose their jobs  
   b. The best salespeople are more valuable to their companies  
   c. The best salespeople usually experience a huge drop off in sales  
   d. The best salespeople tend to be fearful of greater competition from novice salespeople

16. If a customer says “no” during a trial close, which of the following is true?
   
   a. The customer is not interested in any future business with the company  
   b. The customer does not want to purchase from the salesperson  
   c. It is human nature to say no, so the salesperson should continue trying to make the sale  
   d. The sales pitch is over

17. Why would someone tell a salesperson, “I’ve got to think it over” during a sales presentation?
   
   a. So the customer can justify the purchase  
   b. It is easier to say than, “No, thank you.”  
   c. It is easier to say than, “Yes, I will buy.”  
   d. Customers are always going to think over all of their purchases
18. Why would someone need to redirect or rephrase during a sales presentation?
   a. Helps the salesperson to wander if the conversation is on track
   b. Helps the salesperson to directly close the sale
   c. **Helps the salesperson to keep the conversation on track if conversation is wandering**
   d. Helps the salesperson to gain rapport with the customer

19. Which of the following techniques would help a salesperson to close sales?
   a. Asking close-ended questions
   b. **Asking open-ended questions**
   c. Following a close sales script
   d. Following an open sales script

20. How is a salesperson caught in a product or service trap?
   a. **Discussing the product or service prior to determining the client’s needs**
   b. Determining the client’s needs prior to discussing the products or services
   c. Gaining rapport before determining the client’s needs
   d. Asking to close the sale after the customer displays buying signals

21. Light probing questions are effective because they allow for the following:
   a. The chance to build rapport
   b. The chance to capture the prospect’s attention
   c. The chance to put the prospect in a positive state of mind
   d. **All of the above are reasons for why light probing questions are effective**

22. Why should a salesperson ask a customer to repeat their name during a sales presentation?
   a. To buy time during the presentation
   b. **The client could be flattered or impressed that the salesperson is trying to learn their name**
   c. The salesperson should not ask a customer to repeat their name as it takes up valuable time during a sales presentation
   d. The salesperson should not ask a customer to repeat their name as it could cause the customer to lose trust in the salesperson
23. Which of the following ways can a salesperson build trust?

   a. Being persistent
   b. **Being punctual**
   c. Being pithy
   d. Being fashionably late to appointments

24. According to sales research, how many contacts or impressions can it take on average to close a sale?

   a. 1
   b. 2 to 3
   c. **9 to 12**
   d. The number of contacts has no effect on the ability to close a sale

25. People will not buy from a sales person unless they ________ the salesperson.

   a. Fool
   b. **Trust**
   c. Trick
   d. Like

**END OF THE WRITTEN EXAM SECTION**

of the FFA Agricultural Sales Career Development Event