

March 4, 2015

Name: _____ Participant # _____

Sr. Ag Sales
KEY



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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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