

Do not write on this

2011 State Ag Sales Team Event



Your team has been hired by MERIAL a world leading animal health company to develop all the strategy necessary to prepare to sell their FRONTLINE® brand of products in a face to face sales call to the listed potential customers. This strategy should include but not be limited to:

1. Determining potential customer needs and wants.
2. Identifying features and benefits of the products to address customers' needs and wants.
3. Identifying potential customer objections and prepare to address them.
4. Identifying potentially related products and suggested selling strategies.
5. Developing a sales plan and goals for each customer.

Your potential customers include:

Pet Owner – This customer has multiple ranch dogs that spend most of their time outdoors. They have had problems with various pests and health related problems with their pets in the past. They are looking for affordable and quality product that can help insure the safety of their pets. They have used a topical application with their animals prior with minimal success.

Veterinary Clinic – this clinic employs three full-time veterinarians that treat both large and small animals. About 75% of their business is dealing with small animals. In addition to the practice they have a 600ft² retail space. In this space they carry multiple lines of pet food, grooming supplies, etc.... The owner wants to provide a wide range of products that have alternatives for every customer. Currently they operate only one clinic but hope to expand to a neighboring community so finances are important to help in the expansion.

You will have **15 minutes** to read and prepare as a team, 5 minutes for the presentation, and 5 minutes for questions from the evaluation team.

You may only use the 3-ring binders and markers provided. In addition to the calculators and writing utensils you brought with today. When finished leave all materials behind.

FRONTLINE® Plus for Dogs

Take good care of your pets. Help keep them healthy and happy by protecting them against fleas and ticks.

FRONTLINE is an easy-to-use treatment that is proven effective.

Why FRONTLINE?

- Proven protection. FRONTLINE Plus killed 100% of fleas within 12 hours of application.
- Continues to kill fleas and ticks all month long.
- Approved for use on puppies 8 weeks of age and older and on breeding, pregnant or lactating dogs.
- Effective even after swimming, bathing and grooming.
- Available in a six month supply

FRONTLINE® Plus for Dogs remains effective even after bathing, water immersion, or exposure to sunlight. Avoid contact with treated area until dry. Do not reapply FRONTLINE® Plus for 30 days

**Products available in US only*

6 pack (6 month supply) \$62.99

FRONTLINE Plus can be applied in one easy application:



Remove an applicator from the child-resistant package and cut or lift off the plastic tab to expose the foil. Peel down.



Hold the applicator upright and snap the tip away from your face and body.



Place the applicator tip through your pet's hair to the skin between the shoulder blades. Squeeze the applicator and apply the entire contents in a single spot onto your pet's skin.



Side effects - Individual sensitivities, while rare, may occur after using any pesticide product. Since FRONTLINE Brand Products are topical some pets may experience temporary irritation at the site of product application. If signs persist, or become more severe within a few days of application, consult your veterinarian immediately.

Competitors

A complete line of all natural flea, tick, mosquito, and biting fly control products.
Your chemical free alternatives to Frontline, Advantage, Sentinel, Program and Revolution.



"Flea Free" All Natural Garlic Flea & Tick Control 16oz \$14.95

Flea Free Garlic Flea Prevention is safe for all animals, including horses, cats, dogs, birds and other small pets. It's the natural way to eliminate fleas and ticks and all blood-feeding insects (including mosquitoes, biting flies, mites & lice) that carry germs and parasites - without poisoning your pets and your environment.

advantage[®]
Topical Solution

The Flea Specialist

12 month supply \$114.95

- reduce the risk of secondary problems such as flea allergy dermatitis and tapeworms
- Kills fleas within 12 hours
- Larval flea stages in the pet's surroundings are killed following contact with an Advantage[®] treated pet
- Kills lice on dogs
- Is waterproof



2011 North Dakota FFA

Ag Sales Test



MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question. Please mark answers on GradeMaster card using a #2 pencil.

1) The sales person says "Would you like the one with metal handles or wood handles?" This is called the ____ close.

- A) choice B) special features C) assumption D) premium

2) Cold calling is:

- A) Calling a prospective customer who has asked to be contacted
B) Calling on prospects with an appointment that fit a certain criteria of type and size and business.
C) When a salesperson stops by to visit without an appointment or/and prior knowledge of the prospect
D) None of the above

3) Closing a sale always means asking for a commitment from the customer.

- A) True B) False

4) Salespeople spend approximately what percentage of their time in sales-supporting functions?

- A) 25 B) 50 C) 75 D) 90

5) Consumers view a product differently than the business that develops it.

- A) True B) False

6) Being punctual for a sales appointment:

- A) Builds trust B) Allows you to relax and prepare
C) Shows respect for your customer D) All of the above

7) Market research is a key aspect of what point in the buying process?

- A) Sales Presentation B) Information gathering C) Post-purchase review D) Purchase

8) When a customer has a valid complaint, what should you do?

- A) Take the customer seriously B) Give them a refund for the product
C) Ignore the issue D) None of the above

9) Suggesting Selling should not be done to

- A) Push something on your customers that they do not want or need B) Merchandise special
C) Larger quantities of the same item D) Related Merchandise

10) Every sales call should have a close.

- A) True B) False

11) Customers may give insincere reasons to delay making a purchase or to avoid becoming involved in the sale, these are called:

- A) Excuses B) Resistance C) Delaying tactics D) Cooperation

12) The step of the sale in which the sales person translates product features into buyer benefits is the:

- A) Close B) Feature-benefit presentation C) Approach D) Handling customer objections

13) Analysis of the market can best be described as?

- A) Collecting information about the market and studying it for meaning
B) Study to gain knowledge about a market
C) Primary research of potential customers
D) Secondary research

14) Using the needs of customers as the primary focus during the planning, production, pricing, distribution, and promotion of a product or service is known as the marketing _____.

- A) Distribution B) Approach C) Mix D) Concept

15) You work for MNO Health as a sales representative. A customer purchased ten(10) -100 dose bottles of cattle subcutaneous vaccine that must be refrigerated. The customer has complained that it did not work properly. What questions should you ask?

- A) Was the vaccine refrigerated? B) Has the vacation expired?
C) Was the vaccine given intra muscular or subcutaneously? D) All of the above

16) What are some of the questions you should answer before a face-to-face appointment?

- A) What do i know about the prospect? B) What is my objective with this appointment?
C) When is the next company sales meeting? D) Both a & b

17) Tressel Coop recently listed \$7800 worth of wild bird seed as a "Championship Special" to get fair weather fans from NDSU into the store. Since the stock market recently took a dip, Jim Tressel also offered a one-time cash discount to any customer that would buy the entire lot of seed. Longtime fan, Jim Ogden, famous Highland County trapper, hunter and bird watching expert, purchased the entire log of \$7800 worth of wild bird seed. How much NET CASH did Jim Ogden give Tressel Coop for the entire lot using the 20% discount? (use the closest figure)

- A) \$4992 B) \$1560 C) \$6240 D) \$7640

18) Most people have poor listening skills, which of the following are examples of poor listening:

- A) Criticizing the speaker B) Tolerating or creating distractions
C) Tuning out difficult or confusing information D) All of the above

19) Customers have the highest level of satisfaction with which type of purchasing?

- A) Retail Store B) Online C) Catalog D) None of the Above

20) The most important thing to do after you close the sale call is to;

- A) Continue to promote your product B) Find something else to talk about
C) Say thank you and leave D) Try to sell them something else

21) When conducting a sales call you need to provide all the product detail and information before asking for the sale

- A) True B) False

22) The purpose of rapport building is:

- A) To understand customer needs for solutions B) To explain the value of a product
C) To establish trust in the relationship D) To set goals for a sales call

23) Which of the following is an unethical source of competitive information?

- A) Information gathered from a survey of a competitor's customers
B) Information gathered by purchasing and analyzing a competitor's product
C) Information gathered from a competitors trash can
D) All are unethical sources of information

24) Sometimes it will be necessary for you to help reach a compromise that is acceptable to both your organization and the caller. To do this you may have to exercise the art of:

- A) Negotiation B) Giving in C) Capitulation D) Intimidation

25) The sales person says "The paint you selected is our very finest. Do you need brushes or rollers?" This is known as _____ selling.

- A) pressure B) timely C) impulse D) suggestion

37) A handwritten letter is acceptable if you don't have access to a computer, however be sure to use:

- A) Green ink B) Either black or a light purple ink C) Blue or black ink D) Blue or red ink

38) Roth equipment has a new tractor tire with a tread pattern that will allow a producer to gain 20% more traction in the field than any other competitors tire. In this example, tread pattern would be a _____.

- A) Benefit B) Attribute C) Feature D) All of the above

39) Which would be considered the most difficult of a sales promotion?

- A) Contests B) Visual merchandising such displays C) Coupons, rebates D) Sweepstakes

40) After dealing with an upset customer one should:

- A) Forget about the incident B) Take the customers comments personally
C) Tell your coworkers D) Review the incident

41) In helping dissatisfied customers:

- A) Try to talk about something more pleasant B) Make the customer the center of your attention
C) Make sure the customer knows that everybody has problems D) All of the above

42) Most people have poor listening skills, which of the following are examples of poor listening :

- A) Tuning out difficult or confusing information B) Tolerating or creating distractions
C) Criticizing the speaker D) All of the above

43) When you are lining up text and graphics for a web page, which of the following is a good rule to follow?

- A) Graphics and text should crowd the left edge B) Graphics should never be aligned with text
C) Keep the text away from the left edge D) Fill the page from edge to edge with text

44) When asked to supply references for a job you are applying for,

- A) Ask former employers B) Do not use relatives names C) Ask permission first D) All of the above

45) Every customer consciously follows a series of four steps prior to buying a product, this is called:

- A) Customer is helped by Sales Person B) Customer Buying process C) Customer Confusion D) None of the above

46) The study of consumers and how they make decisions is called?

- A) The Marketing Concept B) Psychology C) Advertising D) Consumer Behavior

47) While talking with a customer on the phone you hear the following comments "I think your service is quite good". This comment is best described as a:

- A) Statement B) Question C) Objection D) None of the above

48) Mr. Jones calls and complains that the birdseed he purchased had spoiled. He went on to say that the seed was moldy and the birds would not eat it. He is very upset and normally is a good customer. He states he purchased the seed approximately four weeks ago. Should you automatically offer to replace the birdseed?

- A) Yes B) No

49) A meaningful, easy-to-remember Internet address is actually an effective promotional tool for e-commerce.

- A) True B) False

50) When you start a sales call

- A) It depends on the previous relationship with a customer or prospect
B) It is important to treat each customer or prospect the same every time
C) It has nothing to do with the personality of the customer
D) It is important to open each call the same

- 1) A
- 2) D
- 3) A
- 4) B
- 5) A
- 6) D
- 7) B
- 8) A
- 9) A
- 10) A
- 11) A
- 12) B
- 13) A
- 14) D
- 15) D
- 16) D
- 17) C
- 18) D
- 19) B
- 20) C
- 21) B
- 22) C
- 23) C
- 24) A
- 25) D
- 26) D
- 27) C
- 28) B
- 29) C
- 30) B
- 31) B
- 32) C
- 33) A
- 34) A
- 35) D
- 36) A
- 37) C
- 38) D
- 39) B
- 40) D
- 41) B
- 42) D
- 43) C
- 44) D
- 45) B
- 46) D
- 47) A
- 48) B
- 49) A
- 50) A