

## 2012 Ag Sales Test

**MULTIPLE CHOICE:** Choose the one alternative that best completes the statement or answers the question.

- 1) The job of selling is a \_\_\_\_\_ process.  
A) one way    B) evolutionary    C) problem solving    D) trial and error
- 2) Which of the following items would you consider NOT to be a communication skill?  
A) Writing    B) Listening    C) Dictating    D) Speaking
- 3) The conversation that occurs before discovery or probing begins in a sales call is known as the opening.  
A) True    B) False
- 4) Which of the following does not describe a customer rapport skill or technique?  
A) Make a snap judgment about clients as much as possible  
B) Being punctual for appointments  
C) Knowing how to make someone feel comfortable  
D) Put a smile in my voice when talking to prospects
- 5) You will know how to sell to a person when you know:  
A) How much money they have to spend    B) What motivates them to make decisions  
C) How often they come into your store    D) How long they have been in business
- 6) Which of the following is a good source for new prospects?  
A) Referrals    B) Cold Calls    C) Trade Shows    D) All of the above
- 7) Sometimes customers have concerns that they do not voice. These are called \_\_\_\_\_ objections.  
A) unsolvable    B) private    C) secrets    D) hidden
- 8) A major component of a sales presentation is the discussion of features and benefits. When discussing features, if they can be proven, they are considered:  
A) Facts    B) Concepts    C) Details    D) Rumors
- 9) The sales person says "The paint you selected is our very finest. Do you need brushes or rollers?" This is known as \_\_\_\_\_ selling.  
A) impulse    B) pressure    C) suggestion    D) timely
- 10) To reach a very select group of consumers, you would probably use which of the following?  
A) T.V.    B) Newspaper    C) Magazines    D) Trade journals
- 11) What is one method of opening a sale?  
A) Give free samples  
B) Tell the customer how much the product costs  
C) Wait at the cash register for the customer to approach you  
D) Tell the customer he/she would be a fool to buy any other product
- 12) Which would be considered the most difficult of a sales promotion?  
A) Contests    B) Sweepstakes    C) Visual merchandising displays    D) Coupons, rebates
- 13) When you first call or meet a woman who is a prospect, how should you address her?  
A) Ms.    B) By her first name    C) Mrs.    D) Miss

- 14) Customer objections should be treated as
- A) A clear indication that a sale is not possible
  - B) Customer uncertainty that needs to be clarified
  - C) A buying signal
  - D) Warning signs for the salesperson
- 15) A professional salesperson should have a plan for each sales call.
- A) True
  - B) False
- 16) Every customer has objections. You should be prepared to address objections by:
- A) selling suggestive products
  - B) have a complete knowledge of the product you are selling
  - C) ignoring them
  - D) none of the above
- 17) Market penetration is a term used to define:
- A) The number of products sold
  - B) The depth of your product line
  - C) The percentage of product you sell to each customer
  - D) The percentage of all customers you sell your products to
- 18) Which of the following would not be part of a promotional campaign?
- A) Sales Promotion
  - B) Public relations
  - C) Advertising
  - D) Cost Analysis
- 19) How do open ended questions defer from closed ended questions?
- A) open ended questions encourage the customer to talk more
  - B) closed ended questions are simply answered with yes/no type questions
  - C) you ask open ended questions when the customer does not like to talk
  - D) both a & b
- 20) Every sales call needs to end with a sale
- A) True
  - B) False
- 21) A successful salesperson will maintain what composure when dealing with an upset customer?
- A) The salesperson will argue and tell the customer that he is foolish for being upset
  - B) The salesperson will promptly meet the customer and settle any problems as quick as possible
  - C) The salesperson will be irritated with having to deal with the customer and push him off on someone else
  - D) The salesperson will not return calls, or emails
- 22) An objection is any reason that is valid in the customers mind for not making a purchase.
- A) True
  - B) False
- 23) Jessica is a salesperson who has been finding it difficult to sell financial services to a large agribusiness. On her third call she finds out that the office manager she has been calling on doesn't have the authority to change banks; only the Chief Financial Officer of the company has that authority. Jessica would have avoided this problem if she had done what?
- A) Qualified her prospect
  - B) Built rapport
  - C) Used a trial close
  - D) Presented the benefits of her products

- 24) 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 skills should you use to gain information about the problem?  
A) Listening skills      B) Trial close      C) Open ended questions      D) Both a & c
- 25) Product Parity is a term used to define:  
A) The visual appearance of a product  
B) The difference in performance between two products  
C) How much better your product performs  
D) The similar performance of a product in relation to another product
- 26) 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
- 27) 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 five weeks ago. Should you automatically offer to replace the birdseed?  
A) Yes      B) No
- 28) Suggestion Selling should not be done to  
A) sell related merchandise  
B) push something on your customers that they do not want or need  
C) sell larger quantities of the same item  
D) Merchandise a special
- 29) The purpose of rapport building is:  
A) To establish trust in the relationship  
B) To explain the value of a product  
C) To understand customer needs for solutions  
D) To set goals for a sales call
- 30) Salespeople spend approximately what percentage of their time in sales-supporting functions?  
A) 25      B) 75      C) 90      D) 50
- 31) The study of consumers and how they make decisions is called?  
A) Psychology      B) Consumer Behavior      C) The Marketing Concept      D) Advertising
- 32) A customer service call that is handled well by a sales person would...  
A) be empathetic toward the caller  
B) immediately offer a price discount for the next sale  
C) try to determine who is at fault  
D) seek a follow-up order immediately
- 33) Tommy Mix sells Crunchy Rice brand cereals to major grocery chains. He is frustrated because his competitor, Crispy Rice, keeps undercutting him on price. The best way for him to get around the price issue is to point out to his grocery customers how terrible Crispy Rice cereals are.  
A) True      B) False

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

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

35) After dealing with an upset customer one should:

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

36) Successful sales people have\_\_\_\_\_.

- A) Good time management      B) Product knowledge      C) Positive attitudes      D) All of the above

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

- A) True                      B) False

38) Selling skills can be very useful in your \_\_\_\_\_ life.

- A) Personal      B) Extracurricular      C) School      D) Business

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

- A) True                      B) False

40) What is the one thing with which an Agribusiness salesperson should be the most concerned?

- A) How much commission he/she will make      B) How well dressed he/she is  
C) The product he/she is selling                      D) The satisfaction of the customer

41) Stated simply, price is a result of the relationship between which of the following pairs?

- A) Costs and Profits                      B) Economics and Politics  
C) Supply and Demand                      D) Income and Expenses

42) When do you know it is time to close a sale?

- A) You believe the customers' needs have been determined and you have selected the right item to meet those needs  
B) The customer begins to ask questions about the quality of the product  
C) The customer is losing interest and the conversation is dragging  
D) You have discussed all of the features and benefits of the product you sold to the neighbors

43) Selling to farmers may include selling products or services. Which of the following would be considered a service?

- A) Custom Harvesting      B) Fertilizer      C) Harvesting Equipment      D) Seed

44) Which is a good method of preventing customer complaints?

- A) Make sure the warranty is understood  
B) Sell only nonrefundable goods  
C) Tell the customer you had nothing to do with it  
D) Walk away when she/he starts to talk to you

45) To be successful at a trade show you need to do which of the following?

- A) Get the attention of the passerby  
B) Wait for people to stop  
C) Make it your first priority to talk with the co-exhibitors  
D) Wait for prospect to call you after the show is finished when they have read all the materials you gave them

46) Sales people are considered to be problem solvers, influencers and facilitators. Which of the following best describes the sales professional's role as a facilitator?

- A) Carefully listens to the customer, understands the customer's needs, helps the customer focus on the most important needs, and provides a solution
- B) Brings a wide variety of products so the customer can choose the product that they want
- C) Provides tremendous production information for the customer to evaluate and make a good decision
- D) Sends them information to read about products

47) You are a sales representative for a seed company. A customer has a complaint about your competitor. He tells you they never show up on time, never follow-up on his request, and he doesn't ever care if he sees them again. Which of the following is your most appropriate response?

- A) Ignore the complaint but later call your competition to report the complaint
- B) Ask about his expectations and interest in a seed company
- C) Join in and speak negatively about your competitions products
- D) Tell the customer you agree they are worthless

48) What is the retail price using a markup of 25% for an item that lists for \$15?

- A) \$15.00
- B) \$15.25
- C) \$17.00
- D) \$18.75

49) What is the proper order of the following steps in the sales process?

- A) Probing, Building Rapport, Communicating Value
- B) Probing, Communicating Value, Building Rapport
- C) Building Rapport, Communicating Value, Probing
- D) Building Rapport, Probing, Communicating Value

50) When one individual prospect is seen as more desirable and given more attention than other potential customers it is known in sales or marketing as...

- A) Segmentation
- B) Segregation
- C) Separation
- D) Targeting

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