

2005 State FFA Ag Sales Written Exam

1. Everyone has a different voice; the voice you project is determined by what four factors?
 - a. Energy, Enthusiasm, Pitch, Quality
 - b. Enthusiasm, Pitch, Quality, Rate of Speech
 - c. Pitch, Quality, Energy, Rate of Speech
 - d. Rate of Speech, Energy, Enthusiasm, Pitch

2. What is an example of an Open question?
 - a. Did you call them?
 - b. How often does that happen?
 - c. Have you received your refund?
 - d. Will you attend our seminar?

3. Sometimes things don't work out as planned; therefore you need to inform the customer of the bad news. There are two approaches you can use to do this, one is Good news/Bad news. What is the other?
 - a. Direct
 - b. Indirect
 - c. Deal with it
 - d. Dropping the bomb

4. People buy from people they _____.
 - a. Know
 - b. Heard about
 - c. Trust
 - d. Are referred to

5. To improve your ability to close more sales, you need to use ____ questions.
 - a. Close-ended
 - b. Probing
 - c. Open-ended
 - d. Rational

6. What is an example of a tangible item?
 - a. Advertising
 - b. Stocks and bonds
 - c. Insurance
 - d. Clothes

7. Tangible products are goods. Intangible products are _____?
 - a. Imaginary goods
 - b. Hard to find
 - c. Services
 - d. Needs

8. Which of the following are 5 mental stages a customer goes through in making a buying decision:
 - a. Need, Product/Service, Price, Place, Time
 - b. Attention, intention, demand, consumption, and action
 - c. Attention, interest, desire, conviction, and action
 - d. Awareness, intention, desire, attitude, and action

9. "Out in the field" is a term used to by sales people meaning:
 - a. Selling to the farms in the field
 - b. Selling to a group of crop farmers
 - c. **Selling to customers in a certain territory**
 - d. Selling to customers from only one town

10. Never argue with a customer; the customer is always right! By not disputing your customer's statements you are being _____.
 - a. Aggressive
 - b. **Diplomatic**
 - c. Passive
 - d. Rude

11. The close of a sale occurs _____ the selling process.
 - a. At the end of the presentation for
 - b. **At any time during**
 - c. At the close
 - d. Only with the help of the manager during

12. In handling customer objections you should:
 - a. Argue with the customer
 - b. Downgrade your competition
 - c. **Show empathy**
 - d. Turn your customer's objections into negative selling points

13. A sales person should be able to use product information as it relates to:
 - a. **Individual customer needs**
 - b. Higher commission
 - c. Lower turnover
 - d. Store promotions

14. If you were to ask a customer; How would you like to handle the financing? You are most likely doing what?
 - a. waiting for the payment for the purchase
 - b. **attempting a trial close**
 - c. sealing the deal
 - d. seeing if the customer wants to put the item on layaway

15. The sales presentation begins with an approach, which of the following is NOT an approach?
 - a. **The advertising approach**
 - b. The service approach
 - c. The merchandising approach
 - d. The welcoming approach

16. When the sale is completed, what should you give your customer along with any necessary paper work?
 - a. A congratulation for the purchase
 - b. **Your business card**
 - c. The customer service number for the company
 - d. Detailed direction for a return

17. _____ is a method of selling a customer something in addition to the product being purchased.
 - a. "Add-on-products"
 - b. "Extended selling"
 - c. "Low-cost service items"
 - d. **"Suggestion selling"**

18. To reach a very select group of customers, you would use which of the following?
- Magazine
 - T.V.
 - Trade journal
 - Newspaper
19. When a customer asks you a question that you don't know the answer to, you should:
- Evade the question
 - Give a vague response
 - Admit you don't know
 - Make up something
20. Which of the following is an example of a market analysis?
- Using one person's opinion as the norm for the community
 - Surveying people in an area seen as a suitable market
 - Advertising a new product in a market area, then waiting to see if people buy it
 - None of the above
21. Selling is important in marketing because:
- Sales is where the money is made in marketing
 - Selling keeps people employed
 - Sales have nothing to do with marketing
 - Selling helps move products through the marketing process
22. A promotional display used by agribusiness firms can be described by which statement:
- A design to promote good-will in the community
 - Promoting a store's image as a part of the community
 - Drawing attention to products, supplies, or services being sold
 - Promoting the business as a whole
23. What is the best way of handling a know-it-all customer?
- Let the customer know that he/she doesn't know it all
 - Tell the customer that you know it all
 - Don't compete or argue with the customer
 - Ask him/her to leave the store and come back later
24. If you wanted to publish your FFA Chapter's accomplishments for the community, which advertising medium would be the best choice?
- National FFA magazine
 - Trade journal
 - Local paper
 - Agricultural magazine
25. Which of the following would be included in the pre-approach of a sales presentation?
- Showing the product
 - Learning all there is to know about the product
 - Ordering the product – you have one on hand
 - Listening to the customer
26. How many steps are there in the sales process?
- 5
 - 7
 - 9
 - 11

27. _____ is the art of human relations applied to a sales situation.
- Human relations
 - Sales relations
 - Customer relations
 - None of the above
28. The goal of every advertisement is:
- Information
 - Communication
 - Demonstration
 - Selling
29. A successful advertisement has three specific qualities. Grabbing people's attention is one. What are the other two?
- Easy to read/visually pleasing & the desire to buy/want to learn more about
 - Desire to buy/want to learn more & provoke an interest
 - Easy to read & visually pleasing
 - Desire to buy & the want to learn more
30. The optical center of an "ad" is:
- The exact center of the ad
 - A little above and to the left of the center
 - Slightly lower than the center
 - Slightly to the right of the center
31. Displays should answer five buying questions. Which three fall under the five?
- Where it came from, How much, Benefits
 - Cost, Is it worth it, Assembly
 - How to buy, when to buy, Cost
 - What the product is, Cost, Benefits
32. Prospecting, initial contact, qualifications, objections, and closing are all major topics covered in the _____ skills section of your sales training.
- Product
 - Sales
 - People
 - Basic
33. There are two keys to excellent performance. They are the most commonly thought of. What are they?
- Consistency & Persistence
 - Persistence & Demanding
 - Consistency & Precision
 - Persistence & Confidences
34. Potential clients who are not yet qualified:
- Prospects
 - Suspects
 - New clients
 - Old clients

35. Spheres of influence are:
- People who have the know how
 - People who can influence others w/a recommendation or by lending their names as references
 - People who give out product information to the dealers before the public
 - People who live w/in the same cul-de-sac and belong to the same phone support chain
36. When a salesperson calls on a customer without an appointment or customer knowledge:
- Lead calling
 - Cool calling
 - Cold calling
 - Informational call
37. A successful advertisement should?
- Grab people's attention
 - Be easy to read and be visually pleasing
 - Create a desire to buy
 - All of the above
38. What is a letter of application?
- A personal data summary of factual information about you
 - A letter asking an employer for a job
 - An application you fill out when you go to a job site
 - The standard application you take with you to a job site
39. What are the most common wages given for salesperson?
- Bonus, commission, straight salary
 - Commission plus salary, bonus, commission
 - Straight salary, commission, commission plus salary
 - Straight salary, bonus, commission plus salary
40. A group of activities intended to sell a product or idea in order to make a profit is a (n):
- Promotion
 - Resume
 - Application
 - Marketing
41. P.O.P is an abbreviation for what in advertising?
- Price of product
 - Potential of product
 - Product of purchase
 - Point of purchase
42. After an interview you should:
- Celebrate
 - Write a thank you letter to the employer
 - Carry on until you hear you have the job
 - Call back the next day to see if you got the job
43. Customers buy based on their:
- Wants
 - Beliefs
 - Needs
 - Greed

44. There are three types of Ag buyers, what are they?
- Friendly, Economic, Business
 - Economic, Needy, Variety
 - Relationship, Economic, Business
 - Business, Relationship, Variety
45. Which of the following are 5 mental stages a customer goes through in the buying process:
- Desire, Intention, Choose, Action, and Evaluation
 - Attention, Intention, Demand, Consumption, and Action
 - Need recognition, Information search, Alternatives, Choose, Evaluation
 - Information search, Alternative, Choose, Evaluation, Action
46. How many major categories of information should be collected during the probing or “needs dialogue” in a sales call?
- 3
 - 6
 - 9
 - 12
47. When is the best time to “probe”?
- Beginning
 - Somewhere in the middle
 - End
 - All the above
48. There are four basic types of questions, what are they?
- Open, closed, clarifying, confirming
 - Clarifying, probing, open, closed
 - Probing, confirming, closed, open
 - Closed, open, confirming, identifying
49. Non-verbal communication makes up what percentage of a conversation?
- 50 %
 - 55 %
 - 60 %
 - 65 %
50. A customer who likes to make decisions, to be right, be first, have little tolerance for lengthy explanations, or accuses; is know as a _____ type.
- Dominant
 - Influencing
 - Steady
 - Competitive

State Sales Answer Key 2005

- | | |
|------|-------|
| 1. A | 26. B |
| 2. B | 27. C |
| 3. A | 28. B |
| 4. C | 29. A |
| 5. C | 30. B |

- | | |
|-------|-------|
| 6. D | 31. D |
| 7. C | 32. C |
| 8. A | 33. A |
| 9. C | 34. B |
| 10. B | 35. B |
| 11. B | 36. C |
| 12. C | 37. B |
| 13. A | 38. B |
| 14. B | 39. C |
| 15. A | 40. A |
| 16. B | 41. D |
| 17. D | 42. B |
| 18. C | 43. C |
| 19. C | 44. C |
| 20. B | 45. C |
| 21. D | 46. B |
| 22. C | 47. D |
| 23. C | 48. A |
| 24. C | 49. B |
| 25. B | 50. A |