

Instructions: A total of fifty of the following questions will appear on the 2024 Agricultural Sales CDE student exam. This bank of questions is provided as a study tool for participating teams.

- 1. People generally buy...**
 - a. To satisfy a Real or perceived need*
 - b. To become more progressive
 - c. To satisfy their egos
 - d. To become early adopters

- 2. _____ is the process of locating new buyers.**
 - a. Prospecting*
 - b. Questioning
 - c. Investigating
 - d. Growing

- 3. Which of the following are important traits for entrepreneurs to have?**
 - a. Flexibility
 - b. Persistence
 - c. Empathy
 - d. All of the above*

- 4. Which of the following is a term used to describe a human-centered iterative approach to innovation?**
 - a. Stakeholder engagement
 - b. Customer empathy mapping
 - c. Design thinking*
 - d. None of the above

- 5. A salesperson needs to understand the importance of non-verbal communication. An example of non-verbal communication is:**
 - a. Rate of speech
 - b. Use of non-words (e.g. um, ah)
 - c. Body language*
 - d. Tone of voice and inflection

- 6. Which answer is not a type of close?**
 - a. Direct Close
 - b. Elevator Close*
 - c. Choice Close
 - d. Balance Sheet Close

- 7. How does a salesperson create value?**
 - a. Communicate attributes
 - b. Matching features and benefits to customer needs and wants*
 - c. Discovering the needs and wants of customers
 - d. None of the above

- 8. Which of these is *not* an active listening skill?**
 - a. Explaining*
 - b. Paraphrasing
 - c. Clarifying
 - d. Asking open ended questions

9. **“Joe, since you said you are struggling with Pythium Blight on your golf course and you want something that can tank mix with Daconil Ultrex, you should apply a 4 oz rate of Chipco Signature in the tank mix. Can we get that ordered for you?” This is an example of what type of close?**
- a. Summary Close *
 - b. Direct Close
 - c. Trial Close
 - d. Choice Close
10. **Prospecting involves many activities. Among them is evaluating a business for its potential as a customer. Which of the following is not essential in the evaluation process?**
- a. Reputation
 - b. Longevity/history
 - c. Profitability
 - d. Internet/Website Presence*
11. **Jane is talking to the first person she saw when she arrived for a prospective sales call. What should she do first?**
- a. Introduce herself*
 - b. Determine if the manager/owner is onsite
 - c. Describe the products
 - d. Assess customer potential
12. **Your customer books 200 tons of feed for \$300 per ton for delivery November through December. There is a 5% discount for pre-booking feed. What does the discount cost your company?**
- a. \$57,000
 - b. \$5,000
 - c. \$3,000*
 - d. There is no cost to the company
13. **You sell a broad-spectrum herbicide. Your largest customer, a major turf grass producer, is going out of business. How do you find new uses/customers for your product?**
- a. Have a meeting with the local garden club to discuss possible uses for your herbicide
 - b. Contact the herbicide manufacturer for additional uses
 - c. Expand the use of the product with current customers beyond turf grass
 - d. All of the above*
14. **What is the definition of SWOT in business?**
- a. Strategies, weakness, opportunities, and threats
 - b. Strength, weakness, objections, and threats
 - c. Strength, weakness, opportunity, and threats*
 - d. Sales, weaknesses, objections, and threats

15. CRM is defined as?

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|---------------------------------|-----------------------------------|
| a. Corn Relative Maturity | c. Comparative Relative Maturity* |
| b. Calculated Recorded Maturity | d. Comparative Relative Margin |

Match each of the following terms with questions the next four questions. Only use each answer one time. Use the most appropriate answer.

- A. Trial close
- B. Rapport building
- C. Closed-ended question
- D. Open-ended question

16. Does that fit your needs? A

17. How long have you been in operation? B

18. Tell me about the products you currently use. D

19. Have you ever used a dewormer before? C

20. You were transferred to a new sales territory and are meeting the outgoing sales representative. What information should you obtain from them?

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| a. The company's product list | c. The local housing situation |
| b. Information and relevant purchasing history of existing customers* | d. The local weather pattern |

21. A market plan is important to sales. How?

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| a. It is determined by the product's market | c. It demonstrates where resources should be allocated to support sales* |
| b. It is determined by a response to supply and demand | d. It demonstrates where the sales staff has not concentrated effort |

22. Salespeople must be able to overcome the potential buyers' objections prior to trying to close the sale.

- a. True*
- b. False

23. Salespeople should be completely focused when working with potential buyers.

- a. True*
- b. False

- 24. Building a strong rapport with customers is an important part of being a salesperson.**
- a. True*
 - b. False
- 25. Beginning a one on one sales meeting or call with a rehearsed presentation is the preferred way to begin when dealing with new clients.**
- a. True
 - b. False*
- 26. Salespeople must be resilient to overcome rejection.**
- a. True*
 - b. False
- 27. Customer service includes listening to the customer and giving them what they believe is fair.**
- a. True
 - b. False*
- 28. Customer service is the act of providing support to both prospective and existing customers.**
- a. True*
 - b. False
- 29. Innovation often begins with problem solving.**
- a. True*
 - b. False
- 30. An effective salesperson knows when a prospective customer's objections are superficial and can move directly into closing the sale.**
- a. True
 - b. False*
- 31. The amount of authority a salesperson may have to resolve a customer complaint varies drastically by industry, company, seniority, and situation.**
- a. True*
 - b. False
- 32. The product's price is best described as...**
- a. Cost of product + tax
 - b. Cost of product + margin*
 - c. Cost of product + cost of sales
 - d. Cost of product + discount

33. An elevator pitch is...

- a. Sales approach that builds to top benefits during a presentation.
- b. A sales approach designed for chance encounters in an elevator
- c. A direct, "in your face" presentation.
- d. A short, concise, focused sales presentation. *

34. Making a cold sales call requires...

- a. A telephone book
- b. A clear and pleasant voice
- c. A strategy or objective for calling*
- d. Only statistical process, the more calls you make the more likely you will succeed.

35. Effective sales calls have the following attributes:

- a. Effective, dynamic, and focused
- b. Dynamic, focused, and price-oriented
- c. Short, dramatic, and attention-getting
- d. Short, focused, and needs-based*

36. Velma knows that "resistance" to purchasing a product often takes one of two forms. They are...

- a. Active and passive*
- b. Evasion and agreement
- c. Complex and simple
- d. Distracted and involved

37. Rapport is important because it ...

- a. Builds long-term relationships, and aids customer retention *
- b. Builds short-term relationships, makes selling fun
- c. Builds friendship but not a sale
- d. Helps keep customers at a distance

38. Which of the following is *not* a step in the buying process?

- a. Need recognition
- b. Information search
- c. Product presentation*
- d. Examine alternatives

39. A "unique value proposition" is what makes your business / product / or service different from other solutions available.

- a. True*
- b. False

40. The successful salesperson needs to possess which one of the following qualities?

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|--------------------------|--------------------------------|
| a. Competitive attitude* | c. A comfortable texting style |
| b. Social media skills | d. Aggressive style |

Please use the following information in A-D to answer the three questions below.

- A. After someone has made several comments, review those thoughts with them in a condensed way to ensure you understand their meaning.
- B. When you modify a person's statement and repeat it back to clarify information
- C. When you listen attentively to what people say
- D. When you use words such as ok, I see, alright, etc. as a person is talking

41. What term best describes the use of paraphrasing? B

42. What term best describes the use of minimal encouragers? D

43. What term best describes summarization? A

44. While Marie was waiting to meet with the sales manager of a large farm supply store chain, she read the company's mission statement. One line in the mission statement caught her attention, "We will always stand by our products – your needs are our goals." After reading this Marie reviewed her notes and altered her presentation. The result: a very successful and productive meeting. What did she do?

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| a. She evaluated her goals for this meeting and altered the presentation. | c. She altered her market plan to meet the situation. |
| b. She used the mission statement to build rapport with the sales manager. | d. All of the above * |

45. Verna is a promising new salesperson and her manager feels she has great potential. However, she admits she has a difficult time distinguishing between excuses and objections. Which of the following is *not* a correct distinction?

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| a. Excuses are smoke screens and are often beyond your control. | c. Excuses and objections are similar but appear different.* |
| b. Excuses are a means of hiding "true" objections. | d. Excuses must be analyzed to determine the underlying objection. |

46. This pricing strategy is based on what the average target customer will pay regardless of the cost of production.

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| a. Value-based pricing* | c. Going-rate pricing |
| b. ROI pricing | d. Mark-up pricing |

47. What is a “buying cycle?”

- a. A time or season when customers are most prepared to buy
- b. The mental steps a customer moves through to buy, use, and rebuy a product*
- c. Internet sales
- d. A difficult time for salespeople to recognize

48. Marketing mix includes the following:

- a. Customer, product, price, place, promotion and packaging
- b. Product, price, place, promotion, and packaging
- c. Product, place, price, and promotion*
- d. Product, price, promotion, and people

49. Which of the following is a tool that can be used to visually map out the details of an idea to assist with brainstorming?

- a. Lean canvas*
- b. Market plan
- c. Canva
- d. None of the above

50. Marjorie knows a successful salesperson often works to create “a sense of value” for a customer. Tangible value is often apparent in the product or service; however, intangible value is more difficult to establish, because it involves...

- a. Cost-benefit analysis
- b. Emotion and feelings*
- c. Marginal needs
- d. None of the above

51. What percentage of businesses in West Virginia are classified as “small businesses?”

- a. 24%
- b. 45%
- c. 63%
- d. 98%*

52. All entrepreneurs are business owners.

- a. True
- b. False*

53. Which of the following is an important skill for an entrepreneur to have?

- a. Critical thinking / problem solving
- b. Communication
- c. Financial management
- d. All of the above*

54. Which of the following are characteristics of iterative problem solving?

- a. Continuous improvement
- b. Repeated testing/evaluation
- c. Focused on feedback
- d. All of the above*

- 64.** Innovators are risk takers; they see themselves keeping in touch with new ideas and being well-read on new ideas, products, and technology.
- a. True*
 - b. False
- 65.** Early adopters are the first wave of “adopters” of a new product or concept and are made up of less than 13.5% of all farmers.
- a. True*
 - b. False
- 66.** Salespeople should use and teach the potential customer the technical jargon when making the initial sale.
- a. True
 - b. False*
- 67.** Effective communication could be difficult to achieve without the salesperson’s understanding of the company, product(s), benefits, and competitors.
- a. True*
 - b. False
- 68.** It is the responsibility of the salesperson to continue to find prospective customers and build a good prospective customer list.
- a. True*
 - b. False
- 69.** Objections about the product by the prospective customer can always be overcome given enough time.
- a. True
 - b. False*
- 70.** In sales, product features and benefits are *exactly* the same.
- a. True
 - b. False*
- 71.** A salesperson should learn to ask _____ questions to the prospective and current customers to assure the salesperson understands the needs and wants of the customer.
- a. Assumptive questions
 - b. Choice questions
 - c. Open-ended probing questions
 - d. Rhetorical questions
 - e. Indirect questions
- 72.** The buying decision in the problem-solving procedures of sales is solving the following:
- a. What is the problem?
 - b. What is causing the problem?
 - c. What are the possible solutions?
 - d. What is the one best possible solution?
 - e. All of the above*

- 73.** Which of the follow is a basic goal the salesperson wants to accomplish when communicating with a potential customer are to:
- a. Create awareness of a product
 - b. Help the prospect develop an understanding of the product
 - c. Help the prospect understand what the product can do for them.
 - d. All of the above*
- 74.** When the prospective customer is considering a product to purchase, the customer may consider the following:
- a. The attributes of the product
 - b. The reputation of the manufacturer
 - c. If others have purchased the product
 - d. All of the above*
 - e. None of the above

Use the following terms to answer the next set of questions.

A – Opening
B – Building rapport
C – Asking probing issues
D – Presentation/features and benefits
E – Trial close
F – Handling objections
G – Closing the sale
H – Follow up

- 75.** Discussing personal interest is an example of ___B___
- 76.** A ___A___ is a basic introduction (for example, your name and company and the reason for your conversation.
- 77.** Listening to customer concerns one way to ___F___
- 78.** A ___D___ is a demonstration of the products features or benefits
- 79.** A ___E___ is one way to see if the customer is ready to make the purchase.
- 80.** Successfully identifying the customer needs is part of ___G___.
- 81.** It is important to ___C___ to identify customer interests, wants, and needs.
- 82.** Reaching out to a customer after the product has been delivered and received is a ___H___.