

Test Questions
2007 National Ag Sales CDE

1. List four of the steps of a sales call in the order that they occur.

Pre-call, Greeting, building rapport, opening, probing, presenting, handling objections, closing, and follow up (students will get one point for each unduplicated answer)

2. Discuss the advantages of referrals as compared to cold calls.

Referral Advantage: Save time, cost less to get, deepen relationships with current customers, good measure of how customers feel about how we're doing. Cold call disadvantages: have to talk to a lot of people, a lot of rejection, takes time to get to know their operations. (students who get at least four reasons AND have both referral advantages and cold call disadvantages = four points. Students who have four reasons, but only cold call disadvantages or only referral advantages = three points. Students with three reasons in any area = two points. Students with two reasons in any area = one point. Fewer than that = no points).

3. What are four methods of finding new customers?

Current clients, referrals, influencers, meetings, friends, cold calls, direct mail (students will get one point for each unduplicated answer)

4. A salesperson must have good inter-relational habits. Which of these habits would not be supportive of a good selling career?

- a. Make customers feel good about themselves
- b. Acknowledging you don't have all the answers to a complex problem
- c. Be a good organizer of your time
- d. Expect to be turned down now and then
- e. All are good habits**

Question from Sales Training Basics, page 17 (answer is E.)

5. When solving customer problems, you should:

- a. Show customers how much you know.
- b. always try to view the problem as the customer sees it.**
- c. point out the mistakes they have made.
- d. limit your solutions to what has worked in the past with others.

Question from Sales Training Basics, page 30 (answer is B)

6. Which of the following would be the best example of cold calling?

- a. asking a current customer for a referral
- b. being introduced to a prospect at a meeting or event
- c. targeting prospects in a territory who have not bought from the company previously**
- d. all of the above are examples of cold calling

7. George Smith has a 2,000 acre row-crop operation and is considering a different herbicide choice for his soybean acreage. You have successfully maintained his business for the past 4 years; in your recent visit he mentioned he was shopping around for another choice. It is in your best interest to...

- a. Let him shop around because you know he'll be back to your product.
- b. Work to uncover the real reason for considering another herbicide.**
- c. Suggest to your competitor that George Smith might be interested in their products.
- d. Offer George Smith the chance to meet with your boss.

8. The _____ and _____ of your product would be ideal when addressing customer objections.

- A. Features, benefits**
- B. Cost, expense
- C. Features, Price
- D. All of the above
- E. None of the above

9. Ms. Jones approaches you and states she purchased flowers from you last year and they did not bloom after she bought them. She questions whether she should shop elsewhere for her flowers this year. What can you do to attempt to keep her as a customer?

- A. Build rapport with Ms. Jones
- B. Direct Ms. Jones to another supplier.
- C. Inform Ms. Jones of any live plant guarantees you might have.
- D. Both A and C.**
- E. None of the above.

Match the following definitions with the appropriate terms for questions 10 through 13:

- A. A question to determine interest a customer has in purchasing a product.
- B. Any question or comment a customer makes that expresses concerns with buying a product.
- C. Learning the features and benefits of your product and how they might apply to your prospects.
- D. Demonstrating how the price of the product compares
- E. Demonstrating how your product works based on the needs and wants of your customers.

10. Pre-call Preparation – **C**

11. Customer Objection -- **B**

12. Trial Close -- **A**

13. Product demonstration -- **E**

14. Product complaints often arise because the customer misused the product. In the case of customer misuse what primary factors should you consider when addressing the

customer?

- A. Company policy
 - B. Sales Person preference
 - C. Customer preference
 - D. All of the above**
 - E. None of the above
15. Which of the following is not an open-ended question?
- A: Give me some examples of your chemical application program?
 - B: Help me understand how you make your marketing decisions?
 - C: How many acres of corn do you plant?**
 - D: All of the above.
 - E: None of the above
16. You are talking to a customer about a product and they are expressing some concerns. You should not do which of the following?
- A: Ask questions to uncover their reservations and concerns.
 - B: Ask a question to verify that they understand the product.
 - C: Listen to them and find out what problems they are having.
 - D: Close the sale and take the order.**
17. 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
18. Which of the following is a reason why a customer might complain?
- A. Customer expectations are not met
 - B. The customer feels like a victim
 - C. The customer feels like they are not being listened too
 - D. All of the above are reasons customers might complain.**
19. When faced with a price objection, sales people should respond by.
- a. lowering the price
 - b. asking their supervisor for assistance
 - c. showing how the solution presented is a good value for the asking price**
 - d. none of the above
20. 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 competitor's tire. In sales, that tread pattern is called a..
- a. feature**
 - b. benefit
 - c. closing point
 - d. option

21. The process of locating new customers is known as:
- a. demonstrating
 - b. seeking
 - c. qualifying
 - d. prospecting**
22. At what stage in the sales process should sales people consider the perspectives of their customers?
- a. precall planning
 - b. probing
 - c. trial close
 - d. all of the above**
23. Which of the following would be a good example of a sales call objective?
- a. to sell five bags of seed
 - b. to find out who influences the customer's decision making
 - c. to demonstrate the product
 - d. all of the above are examples of good objectives of a sales call**

True or False

24. It is important for sales people to remember that follow up after the customer orders your product or service is just as important as the sales presentation.
- a. True**
 - b. False
25. When selling technical products, it is important that sales people support product claims with evidence.
- a. True**
 - b. False