

Name: _____ Contestant Num. _____ State: _____

For each of the following questions, select the BEST answer.

1. When talking with their seed rep, Pat Winston, Fox Farms expresses concern that germination rates for the seed they bought from Pat last year were lower than expected. This is an example of:
 - a. An objection
 - b. A feature
 - c. A prospect
 - d. Rapport

2. The purpose of rapport building is:
 - a. To explain the value of a product
 - b. To understand customer needs for solutions
 - c. To establish trust in the relationship
 - d. To set goals for a sales call

3. During the presentation component of a sales call, the salesperson's role is to
 - a. Establish trust
 - b. Avoid topics that may be of concern to the customer
 - c. To present product features and benefits
 - d. To locate new prospects

4. Which of the following is a good source for new prospects?
 - a. Referrals
 - b. Cold Calls
 - c. Trade Shows
 - d. All of the above

5. Samantha Senesal sells for Select Seeds. When she talks with her customer she asks questions to find out about her customer's needs. This activity is known as:
 - a. Probing
 - b. Handling Objections
 - c. Rapport Building
 - d. Opening

For each of the following four questions, match the example on the right with the correct term on the left:

- | | |
|--------------------------|--|
| 6. Open Ended Question | a. Did you have any problems with root worm last year? |
| 7. Trial Close | b. How long has your family been farming? |
| 8. Closed Ended Question | c. Tell me how you decide which type of feed you will purchase? |
| 9. Rapport Building | d. Do you think the higher horse power model will meet your goals? |

10. Buyer's remorse describes a buying behavior when the purchaser...
 - a. Is not sure about the integrity of the sales process.
 - b. Is uncertain about the commitment they made in the agreement.
 - c. Is not sure that the price was competitive.

- d. All of the above.
11. An objection is any reason that is valid in the customer's mind for not making a purchase.
- a. True
 - b. False
12. The successful salesperson is:
- a. A fast talker
 - b. Always product oriented
 - c. A good listener
 - d. All of the above
13. When Juan Laramie, a salesperson for Grind Gears, participates in a golf outing in which many business owners who purchase gears play, it is an occasion for Juan to accomplish which of the following:
- a. Prospecting
 - b. Self Improvement
 - c. Closing
 - d. Probing
14. Customer objections should be treated as
- a. Warning signs for the salesperson
 - b. A clear indication that a sale is not possible
 - c. Customer uncertainty that needs to be clarified
 - d. A buying signal
15. When presenting features and benefits a professional salesperson
- a. Presents an exhaustive list of all components
 - b. Tailored to the customer's needs
 - c. Designed to maximize commissions
 - d. All of the above
16. Customer follow-up is important because it helps retain customers. Stated simply, every customer retained is:
- a. Equal to at least two potential customers
 - b. Equal to every other customer
 - c. Commission in the bank
 - d. One less prospect a salesperson can talk to
17. Blaine Bennett complains that he had some beans killed as a result of your company over-spraying. What can you do to keep him as a customer?
- a. Explain that he planted the wrong variety of beans.
 - b. Listen, empathize, and discuss the steps you will take to resolve the issue.
 - c. Offer a price discount the next year.
 - d. None of the above
18. A professional salesperson should have a plan for each sales call.
- a. True

b. False

For each of the following questions, fill in the blank with the term that best completes the statement.

19. In the conversation following a sale, you should ask your customer if there are other professionals like them who might be interested in your products. Leads they provide are called _____.
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 this example, tread pattern would be a _____.

21. Making sure that a prospect has the authority and ability to purchase your product is known as:

_____.

22. Calling on a prospect with whom you have no known connection is an example of _____.

For each of the following questions, please write your response legibly in the space below.

23. Presenting features and benefits is an important component of selling. Where does the information for each of these come from? Why is it important?

24. Ag Sales is a popular CDE at the National FFA Convention, but not everyone participating in the CDE will become a salesperson. Understanding sales techniques may be useful in other careers, though. For example, Dr. Teresa Kunkle is a veterinarian who lives just south of you, how would Dr. Kunkle use knowledge of selling in her career?

25. Maitland Foster is a wheat grower in the Central Plains. You are selling fertilizer to him. Mr. Foster tells you, "I'm concerned that the price of this fertilizer is too high." What steps would you go through to address that concern?