1 A feature-benefit sales presentation is based on \_\_\_\_\_\_\_\_\_?

1. Customer credit rating
2. High margin profits
3. **Needs and wants of a customer**
4. None of these All of these

2 Which of the following is the most important skill when dealing face

to face with a customer?

1. **Listening skills**
2. Dress
3. Socio-economic status
4. Previous purchase
5. All of these

3 Mr. Jones comes into your greenhouse to purchase cut flowers for his wife. Using suggestive selling, which of the following products would you recommend?

1. **Vase**
2. Peat moss
3. Compost
4. Plant warmer
5. None of these

4 While Mr., Jones is at your greenhouse, he stops and looks at the nicely landscaped entrance. What should you do?

1. Wait for Mr. Jones to come in
2. **Go and ask Mr. Jones if he found something of interest**
3. Go out and sell landscaping services
4. None of these All of these

5 Mr. Jones calls you to complain that the tomato plants that he bought died before he could even plant them. Which of these is your best response to him?

1. **Ask him the purchase and planting date**
2. "You should have watered them more."
3. "You should have called me sooner for help."
4. "You can bring them back and we will replace them."
5. All of these

6 You work for XYZ Nursery. You receive a phone call for your manager. How do you most professionally say that he is unavailable?

1. He went home early
2. He is not in yet
3. **I'm sorry, he is at lunch**
4. He is in the midst of major problems, would you like to leave a message
5. None of these

7 An upset customer comes into your nursery upset about the quality of your products. What response is your customer looking for from you?

1. To be taken seriously
2. To be respected
3. To get immediate action
4. To clear up the problem to never happen again
5. **All of these**

8 Which of these is an attribute of a successful salesperson?

1. Commitment
2. Effective
3. Listening Skill
4. A Healthy Ego
5. **All of these**
6. None of these

9 A salesperson finds prospects by:

1. Yellow pages
2. Current customers not purchasing all products from you
3. Referrals from prospects who said no
4. Competition
5. **All of these**

10 A good plan for a telephone cold call includes:

1. Having a clear objective before calling
2. Writing down notes about what you know about the prospect
3. Determining which products the customer may potentially be interested in
4. **All of these**
5. Neither of these

11 Which of the following is true in regards to the receptionist of a prospective customer?

1. Does not need to hear your sales presentation before you ask to be transferred
2. Can provide guidance to help you find the appropriate person in the organization
3. Has great influence in whether you have access to the person you are trying to reach
4. **All of these**
5. None of these

12 Which of these is the proper way to ask if your call is at a good time for the prospect?

1. Do you have a minute?
2. **Are you in the middle of something urgent?**
3. Are you in the middle of something important?
4. All of these
5. None of these

13 Objections demonstrate:

1. Complete lack of success by the salesperson
2. **A customer is interesting in buying, but they lack information**
3. That the salesperson has been rejected
4. All of these
5. None of these

14 Which of the following is a key component to cause buyers to actively participate in the selling process with a salesperson?

1. **Feeling of trust and rapport**
2. Cheap price
3. Reservations
4. All of these
5. None of these

15 Which of the following is an open-ended question?

1. **How would this make the loading of the grain faster?**
2. Would this work for you?
3. Do you want to buy?
4. Is this what you were looking for?
5. All of these are open-ended questions

16 In preparing for a face to face sales call, you ask yourself the following questions:

1. What do I know about the prospect's organization?
2. What questions do I need to ask?
3. What products do I think the prospect should be interested in?
4. **All of these**
5. None of these
6. The following statement is an example of a what?

"Mr. Johnson, our hydroponic tomatoes will produce 15-20 pounds per plant."

1. **Product Feature**
2. Probing Question
3. Product Benefit
4. Trail Close
5. Objection

19 The following statement is an example of a what?

"Mrs. Clark, what color pattern are you looking for in your landscaping?"

1. Product Feature
2. **Probing Question**
3. Product Benefit
4. Trail Close
5. Objection

20The following statement is an example of a what?

"Mr. Davis, our pruning tools are ergonomically sound, which means you can garden longer with less pain."

1. Product Feature
2. Probing Question
3. Trail Close
4. **Product Benefit**
5. Objection

21 The following statement is an example of a what?

"Mrs. Smith, will these fertilizer benefits work into your lawn fertilizer program?"

1. Product Feature
2. Probing Question
3. Product Benefit ]
4. **Trail Close**
5. Objection

22

The following statement is an example of a what?

"Mr. Jones, this Christmas tree is just what I am looking for, however, I don't seem to have a way to get it home."

1. **Objection**
2. Product Feature
3. Probing Question
4. Product Benefit
5. Trail Close

23 Ms. Jones returns a product. The store owner is the only person allowed to approve a product return, and he is not at the store. Ms. Jones becomes upset when you tell her of the store policy. You should:

I. Attempt to contact the owner by phone

II. Assume the customer is right and accept the return

III. Ms. Jones is a good customer, so you accept the return

IV. Listen to Ms. Jones and attempt to calm her

1. I, II, and III
2. I, II, III, and IV
3. **Both I and IV**
4. Both II and III
5. None of these

24 You are a customer service representative for a large grocery store. You overhear a customer complaining to a checkout clerk, so you approach the area. What should you do now? Select all of the

appropriate actions from the list below.

1. Call for the Manager

2. Ignore her due to her many complaints

3.Speak with a calm and caring tone

4. Ask what the complaint is

5. Ask the customer for his or her name

6. Maintain a straight, open body posture

7. Due to her complaints, ask her to leave

8. Listen attentively

1. 2, 4, 7, & 8
2. 8, 7, 5, 2, 3, &1
3. 2, 7, 3, & 4
4. **3, 4, 5, 6, & 8**
5. None of these

26 You are meeting a new customer in a cold call situation. During the call, you sell the customer 4 bags of grass seed. Your company is currently introducing a new line of lawn fertilizers. Since this is a new customer, which of the listed actions is the best approach?

1. Boldly state that the purchase of seed requires an additional purchase of fertilizer
2. State to the customer that your product is superior to their current choice
3. **Ask open-ended questions about how the customer plans to fertilize the yard**
4. Not attempt to sell the lawn fertilizer since it is your first contact
5. Offer to add the fertilizer at no extra cost in order to gain the new customer's trust

28 Customers have needs and wants. During the sales process, what is the best way to identify those needs and wants?

1. **Asking in-depth probing questions**
2. Avoiding openended questions
3. Telling the customer from the beginning which product they need
4. Looking around the office for an idea of the customer's hobbies and interests
5. None of these

29 Pre-call planning should consist of:

1. Reviewing the features and benefits of potential products the customer might be interested in
2. Review all of the historic sales and company information of the customer's business
3. Developing a clear objective for the sales call
4. Pre-call planning makes a sales call less successful and should be avoided
5. **All of these**

30 How do open-ended questions differ from closed-ended questions?

1. Open-ended questions encourage the customer to talk more
2. Closed-ended questions are typically answered with yes or no
3. Open-ended questions help the customer feel more involved in the sales process
4. Open-ended and closed-ended questions are basically the same
5. **All of these**

31 A good time to offer a closing statement is:

1. When you first meet the customer
2. **When a customer asks about delivery**
3. When you introduce the product Never
4. After a customer has signed a sales contract

32A successful salesperson will maintain what composure when dealing with an upset customer?

1. The salesperson will be irritated with having to deal with the customer and push him off onto someone else
2. The salesperson will not return calls, emails, or contact the upset customer, hoping that they will eventually calm down
3. The salesperson will argue with the customer and tell him that he is foolish for being upset
4. A successful salesperson will never have to deal with an upset customer
5. **The salesperson will promptly meet the customer and settle any problems as quickly as possible**

33 When a customer makes an excuse during a buying decision, they:

1. **Are stalling the decision**
2. Are going to buy the product
3. Do not want to buy the product
4. Want to buy the product, but only at a lower price
5. Are confused about the product's features

34 When a customer is hesitant about purchasing your product, the best thing to do is:

1. Tell them they probably won't need it anyways
2. Change the subject and talk about the weather
3. **Give them the features, advantages, and benefits of the product**
4. Offer to lower the price
5. All of these

35 Every sales call needs to end with a sale.

1. **TRUE**
2. FALSE

36 Building rapport with potential customers may include which of the following?

1. Asking the grower how satisfied he or she is with the competitor's product
2. Inviting the grower to stay to dinner
3. Stopping by to say congratulations to the grower's daughter for her participation in the state FFA CDE competition
4. **All of these**
5. None of these are proper ways to deal with potential customers

37 Organize the following steps of a sales call into the proper order in which they would occur:

1. Closure

2. Pre-call Planning

3. Handle Customer Objections

4. Approach the Customer

5. Demonstrate Features and Benefits of Product

1. **2, 4, 5, 3, 1**
2. 2, 5, 3, 1, 4
3. 4, 5, 2, 1, 3
4. 1, 2, 3, 5, 4
5. None of these are in the correct order

38 What is the best way to handle a complaint by a customer who is not satisfied with your seed?

1. **Review the status of the complaint, update on progress, advise timeframe in which it will be completed**
2. Avoid the situation
3. Tell them someone else is handling the problem
4. Give them a number to call to check on the status
5. Advise that it will be handled, so don't worry about it

39 Most people have poor listening skills. Which of the following are examples of poor listening habits?

1. Criticizing th speaker
2. Tuning out difficult or confusing information
3. Tolerating or creating distractions
4. Blaming the speaker
5. **All of these**

40 Involving the customer in the sales demonstration can help to:

1. Demonstrate specific benefits of interest to the customer
2. Provide the customer with a sense of ownership
3. Get the customer to answer questions to determine additional needs and wants
4. **All of these**
5. None of these

41 Every customer has objections. You should be prepared to address objections by:

1. **Having a complete knowledge of the product(s) you are selling Ignoring them**
2. Selling suggestive products
3. All of these
4. None of these

43 You work for MNO Animal 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 the vaccine did not work properly. You determine that the customer gave the vaccine incorrectly. What should you say?

1. Let me go through the correct procedure with you.
2. Sorry, but you messed up.
3. **From the information you gave me, it sounds like the vaccine was given incorrectly.**
4. It is not my fault or responsibility.
5. You gave the vaccine incorrectly.
6. You should have hired a veterinarian to supervise you

44 Which of the following is included in the steps of a sales call?

1. Building Rapport
2. Probing
3. Pre-call
4. Follow Up
5. **All of these are parts of a sales call**

45 As opposed to cold calls, referrals:

1. Save time during the sales process
2. Deepen relationships with current customers
3. Help measure how current customers feel about the product(s) and customer service
4. Cost less to obtain
5. **All of these are advantages of referrals**

46 Which of the following are methods of finding new customers?

1. Referrals from current clients
2. Current clients who are not purchasing all of the available products
3. Friends
4. Cold Calls
5. **All of these are methods of finding new customers**

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

1. Make customers feel good about themselves
2. Acknowledging that you don't have all the answers to a complex problem
3. Be a good organizer of your time
4. Expect to be turned down now and then
5. **All of are good habits**

48 When solving customer problems, you should:

1. **Always try to view the problem as the customer sees it**
2. Show customers how much you know
3. Point out the mistakes of your customer
4. Limit your solutions to what has worked well in the past with others
5. Refer the problem to someone else so you don't have to deal with it

49 Which of the following would be the best example of cold calling?

1. **Targeting all prospects in a territory who have not bought from the company previously**
2. Asking a current customer for a referral
3. Being introduced to a prospect at a meeting or event
4. Talking to a customer who has purchased in the past about purchasing from a new line of product
5. All of these are examples of cold calling

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

1. Let him shop around because you know he'll come back to your product
2. Suggest to your competitor that George Smith may be interested in their products
3. Offer George Smith the chance to meet with your boss
4. Give up and go back to the office
5. **Work to uncover the real reason for considering another herbicide**

52 Mrs. Jones approaches you and states that she purchased flowers from you last year and they didn't bloom after she bought them. She questions whether she should shop elsewhere for her flowers this year. What is NOT an appropriate way to address her concerns?

1. Build rapport with Mrs. Jones
2. Listen to Mrs. Jones' concerns
3. **Direct Mrs. Jones to another supplier**
4. Inform Mrs. Jones of any live plant guarantees you may have
5. None of these are appropriate

53 A question to determine the interest a customer has in purchasing a product is a:

1. Pre-Call Preparation
2. Customer Objection
3. Product Demonstration
4. **Trial Close**
5. Customer Referral

54 A question or comment made by a customer that expresses concern

with buying a product is a:

1. Pre-Call Preparation
2. **Customer Objection**
3. Trial Close
4. Product Demonstration
5. Customer Referral

55 Learning the features and benefits of your products and how they might apply to your prospects is an important part of:

1. **Pre-Call Preparation**
2. Customer Objection
3. Trial Close
4. Product Demonstration
5. Customer Referral

56 Demonstrating how your product works based on the needs and wants of your customers is known as a:

1. Pre-Call Preparation
2. Trial Close
3. Customer Objection
4. **Product Demonstration**
5. Customer Referral

58 Which of the following is NOT an open-ended question?

1. **How many acres of corn are you going to plant?**
2. Give me some examples of your chemical application program.
3. Help me understand how you make your marketing decisions.
4. How could the addition of a new crop variety help your operation?
5. Explain what your gardening needs are in a given year.

59 You are talking to a customer about a product, and they are expressing some concerns. You SHOULD NOT do which of the following?

1. Ask questions to uncover their reservations and concerns
2. Ask a question to verify that they understand the product
3. **Close the sale and take the order**
4. Listen to them and find out what problems they are having
5. None of these are appropriate

61 Which of the following is a reason why a customer might complain?

1. Customer expectations are not met
2. The customer feels like a victim
3. The customer feels that they are not being listened to
4. **All of these are reasons for a customer to complain**
5. None of these are reasons for customer complaints

62 When faced with a price objection, how should a salesperson respond?

1. **Show how the product presented is a good value for the asking price**
2. Lower the price immediately
3. Ask a supervisor for assistance
4. Point out that the customer can afford it anyways
5. Tell the customer to come back during a sale

63 Roth Equipment has a new tractor tire with a treat 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:

1. **feature benefit**
2. closing point
3. option
4. unfair advantage

64 The process of locating new customers is known as:

1. hunting
2. seeking
3. demonstrating
4. **prospecting**
5. qualifying

65 At what stage in the sales process should sales people consider the perspectives of their customers?

1. pre-call planning
2. probing
3. trail close
4. handling objectives
5. **all of these**

66 Which of the following would be a good example of a sales call objective?

1. to sell five bags of seed
2. to find out who influences the customer's decision making
3. to demonstrate the product
4. to sell 10 gallons of herbicide
5. **all of these are examples of a good objective**

67 It is important for salespeople to remember that follow up after the customer orders your product or service is just as important as the sales presentation.

1. **TRUE**
2. FALSE

68 When selling technical products, it is important that sales people support product claims with evidence.

1. **TRUE**
2. FALSE

69 You just received a phone call offering you a customer service job for a retail store. The following items are important factors in dealing with upset customers. As you prepare to start your job,

select the first factors in dealing with upset customers. As you prepare to start your job, select the first three areas you need to address from the list below.

1. Type of transaction

2. Nonverbal communication

3. Personal presentation

4. Knowledge of company policy

5. Customer's name

6. Review the customer encounter

1. 1, 2, & 3
2. **2, 3, & 4**
3. 5, 4, & 2
4. 1, 2, 3, 4, & 5
5. 6 only

71 After dealing with an upset customer, one should:

1. Forget about the incident
2. Take the customer's comments personally
3. **Review the incident**
4. Ask to be transferred to a different department
5. None of these

72 When you first write a letter/email to a woman who is a prospective customer, how should you address her?

1. **Ms.**
2. Miss
3. Mrs.
4. By her first name only
5. By her last name only

73 If you make an error as a salesperson, you should:

1. Ignore the error if you feel the customer will probably not discover it
2. Hide it from the customer
3. **Be honest with the customer**
4. Transfer the issue to a customer service specialist
5. None of these

74 When first meeting a prospective customer, some of the important things that you should do are:

1. Establish rapport
2. Get their attention
3. Qualify the prospect
4. **All of these**
5. None of these

75 Involve the customer in the sales demonstration to:

1. Demonstrate specific benefits of interest to the customer
2. Help the customer develop a sense of ownership
3. Get the customer to answer questions to determine additional needs and wants
4. **All of these**
5. None of these

76 Suggestive selling is:

1. Suggesting unrelated products
2. **Suggesting products that relate to the original purchase**
3. Selling products that the customer doesn't need Illegal in most states
4. None of these

77 When you start the selling process, you should be ready to close:

1. At the end of your sales pitch
2. After you discuss price None of these
3. **At any time**
4. All of these

78 To get the most applicable information, you should ask which type of questions in a sales call?

1. **Open-ended questions**
2. Closed-ended questions
3. Interviewing questions
4. Interrogation questions
5. All of these will give you good, in-depth information

79 Being punctual for a sales appointment:

1. Builds trust
2. Allows you to relax and prepare
3. Shows respect for your customer
4. Demonstrates that you are professional
5. **All of these**

80 You sell a flea and tick product for dogs and cats. Your client, Dr. Stoner, suggests a meeting with other vets in the clinic who may be interested in your products. Your most appropriate response is:

1. What day of the week works best?
2. What time would work best?
3. What products would you like me to cover?
4. **All of these**
5. None of these

81 A prospective client has a complaint about one of your competitors. He tells you that they never show up on time, never follow up on his requests, and they don't seem to care if they ever see him again. Your most appropriate response is:

1. **I can't speak for their behavior, but I can promise that I'll do everything I can to be here on time and follow up on all of your requests**
2. To agree that the competition is worthless
3. To join in and speak negatively about your competition
4. To tell Dr. Stoner that the competition's products don't work anyway
5. To tell Dr. Stoner that he needs to be more reasonable in his demands

82 When talking with their seed rep Pat Winston, the owners of Fox Farms express concern that germination rates for the seed they bought from Pat last year were lower than expected. This is an

example of:

1. A feature
2. A prospect
3. Rapport
4. A cold call
5. **An objection**

83 The purpose of rapport building is to:

1. Explain the value of a product
2. Understand customer needs for solutions
3. **Establish trust in the relationship**
4. Set goals for a sales call
5. Convince the customer to pay a higher price for the product

84 During the presentation component of a sales call, the salesperson's role is to:

1. Establish rapport
2. Establish trust
3. **Present product features and benefits**
4. Avoid topics that may be of concern to the customer
5. To locate new prospects

85 Which of the following is a good source for new prospects?

1. Referrals
2. Cold Calls
3. Trade Shows
4. The Yellow Pages
5. **All of these**

86 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:

1. Handling Objections
2. Rapport Building
3. **Probing**
4. Opening
5. Cold Calling

87 Buyer's remorse describes a buying behavior when the purchaser:

1. Is not sure about the integrity of the sales process
2. Is uncertain about the commitment they made in the agreement
3. Is not sure that the price was competitive
4. **All of these**
5. None of these

88 An objection is any reason that is valid in the customer's mind for not making a purchase.

1. **TRUE**
2. FALSE

89 The successful salesperson is:

1. **A good listener**
2. A fast talker
3. Always product oriented
4. A know-it-all
5. None of these

90 When Juan Laramie, a salesperson for Grind Gears, participates in a golf outing in which many business owners who purchase gears will play, it is an occasion for Juan to accomplish which of the

following:

1. Self Improvement
2. **Prospecting**
3. Closing
4. Probing
5. Cold Calling

92 When presenting features and benefits a professional salesperson should:

1. **Tailor to the customer's needs**
2. Present an exhaustive list of all components
3. Attempt to maximize commissions
4. None of these
5. All of these

93 Customer follow up is important because it helps retain customers. Stated simply, every customer retained is:

1. Less important than brand new customers
2. Equal to every other customer
3. Commission in the bank
4. **Equal to at least two potential customers**
5. A penny saved

94 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?

1. **Listen, empathize, and discuss the steps you will take to resolve the issue**
2. Offer a price discount the next year
3. Explain that he planted the wrong variety of beans
4. Tell him that he needs to be more observant during spraying time
5. None of these

95 A professional salesperson should have a plan for each sales call.

1. **TRUE**
2. FALSE

96 In the conversation following a sale, your customer mentions that there are other professionals like him who might be interested in your products. Leads they provide are called:

1. Customers
2. Commissioners
3. Referrals
4. **Prospects**
5. None of these

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

1. Rapport Building
2. Questioning
3. Objecting
4. Prospecting
5. **Qualifying**

98 Cold calling is:

1. calling on prospects with an appointment
2. **when a salesperson stops by to visit with a prospective customer without an appointment** calling a prospective customer who has asked to be contacted
3. None of these

99 When taking telephone messages, your message should include:

1. action to be taken, such as call back
2. call and your name or initials
3. name of person who is being called
4. **all the answers listed**

100 When talking to an angry caller, you should:

1. **find out what the problem is**
2. tell them nicely to call back when they are not angry
3. hang up on them
4. refer them to your manager who has all the answers

1-100

101 Defining the “target market” means:

1. identifying and selecting customers whom are most likely to buy what is produced
2. identifying and selecting customers who have the most money
3. plans for achieving marketing objectives
4. stated goals in the business proposition

103 Enthusiasm’s role in the sales process:

1. is essential for the entire sales process
2. should be reserved for the close
3. should peak after the sale is made
4. should be shown primarily by the customer

105 Side conversations while talking on the telephone

1. should be avoided so you can give the caller your full attention
2. allows you to do two things at once
3. keeps the customer on their toes
4. only happen when you are really busy
5. e customer is
6. All of the answers listed
7. The most important person in your business
8. Someone who has biases and prejudices
9. Some who should not be offended

108 Upsets that you can avoid include

1. All of the answers listed
2. Promising something and not delivering
3. giving a smart or flip reply
4. questioning the customer's honesty

110 Which of the following contains all the five W's of advertising?

1. who, what, where, which, why
2. who, where, when, why, which
3. when, way, where, which, why
4. way, who, where, which, why

111 A display is intended to get the attention of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. customers
2. the manager
3. the janitor
4. None of these

112 Customer service is the responsibility of the

1. All of the answers listed
2. President
3. Sales representative
4. sales clerk

113 A measure used when selling advertising space in a printed media is known as

1. a column inch
2. square inch
3. fraction of page
4. line of type

114 An attempt to close the sale at the earliest, most convenient point

by making a closing statement

1. is a trial close
2. a testimonial
3. A feature/benefit statement
4. an objection

115 Which of the following is not a function of salespeople in agriculture?

1. to convince farmers to back political policies
2. sell farmer's products to consumers
3. provide services and information to farmers
4. sell supplies and services to farmers

116 When answering a telephone call, you should first

1. identify yourself
2. transfer the call
3. place the caller on hold
4. ask them why they are calling

117 \_\_\_\_\_\_\_\_\_\_\_\_\_\_is one of the key factors in capturing the share of the market that is available for new business location

1. all of the answers listed
2. competitions debt structure
3. competitors management ability

118 Company contact with customers is more often by

1. telephone
2. face to face
3. by fax machine
4. at an open house
5. none of the answers listed

119 Research in developing market plans is

1. careful and diligent study to gain knowledge about a market
2. preparing the business proposition planning
3. assumptions preparing
4. marketing strategies
5. none of the answers listed

120 What factors must be considered when allowing a refund?

1. company management policy
2. cost of the refund
3. customer history
4. type of product
5. none of the answers listed

121 A potential customer profile is best described as

1. characteristics of potential buyers
2. knowing the strengths and weaknesses of your competition
3. strengths and weaknesses of your product of service
4. All of these
5. none of the answers listed

122 When you first meet a disgruntled customer you should

1. establish eye contact and smile
2. refer them to your supervisor
3. send them to the customer service desk
4. All of these
5. none of the answers listed

123 asking questions is

1. important to figure out the customers needs and wants
2. if the customer is a first time buyer
3. only if not perceived by the customer as being too nosey
4. not necessary unless you already know the customers situation
5. none of the answers listed

124 Involving the customer in demonstrations

1. helps keep the customers attention and appeals to their senses
2. disrupts the customers concentration and should be avoided
3. normally indicates lack of sales ability
4. is used when the close does not work
5. none of the answer listed

125 Which of these is a vigorous color

1. red
2. blue
3. green
4. orange
5. black

126 Which of these is a background color

1. blue
2. green
3. red
4. orange
5. black

128 What is one of the first steps in preparing to advertise on radio?

1. Select a radio station
2. Prepare a radio advertisement
3. Work with the station you have selected
4. Decide on an attention getter for the advertisement

129 If you want to publicize the FFA in your local community, which

advertising media would be the best?

1. Local paper
2. Agricultural magazine
3. trade journal
4. National FFA Magazine

130 A good advertisement that causes the eye to move from top to the

bottom of the advertisement is known as

1. Design flow
2. Attention getter
3. Product detail
4. A layout

131 Find the markdown if the original retail selling prices $10.95 and the

final sales price is $6.95

1. $4.00
2. $4.05
3. $3.95
4. $3.00

132 Figure the retail price using a markup percentage of 15% for an item

that list for $2.25 wholesale

1. $2.65
2. $2.70
3. $2.93
4. $3.00

133 Type of credit in which the debt is paid off in a series of equal payments

1. installment plan
2. 30-day open charge
3. revolving charge account
4. 90-day charge account

134 The check out counter is

1. where most impulsive buying occurs
2. the most traveled area in the store
3. used for fragile items
4. used for large display

135 Throughout the sales presentation, it is usually best to

1. avoid shifting the focus of attention away from your product to competing products
2. refuse to discuss competing products
3. discuss competing products even if you are not familiar with these items
4. discuss all the weakness of competing products

136 A study of company history often begins with a close look at the

1. founder
2. policy
3. industry
4. corporate management

137 In terms of product knowledge, a salesperson

1. may be well informed but unable to accurately gauge the prospect's level of understanding
2. can know too much about the product
3. is often better off appearing to be "in the dark" at times
4. should provide the prospect with as little information as possible

138 When developing a product strategy, the salesperson should

1. adopt double-win strategy
2. adopt marketing strategies
3. value personal relationships
4. use feature benefit strategy

139 Which of the following is one of the three most common types of

customers?

1. just looking customer
2. want-to-buy it all customer
3. know-it-all customer
4. angry customer

140 Identifying product features and then converting these features to buyer-benefits are an integral part of which style of selling

1. consultative-style
2. production style selling
3. marketing style
4. product style

141 What is the one method of overcoming a customer's objection?

1. answer objection
2. quickly admit the objection is true
3. explain, in detail, why the customer has no basis for the objection
4. tell the customer no one has previously objected to the product

142 The decisions, activities, and communication strategies that are directed toward trying to create and maintain a firm's intended product concept in the customer's mind is known as

1. product positioning
2. product life cycle
3. value added
4. potential sales value

143 What is one benefit of newspaper advertising?

1. Newspapers are kept for a long period of time, which increases the chances of the advertisements being seen
2. most adults read newspapers regularly
3. higher quality and attractiveness in ads
4. you reach a select audience

144 a **P.O.P**. sign is also known as a

1. Point of purchase sign
2. Place of purchase
3. Price of product sign
4. Point of product sign

145 A logo is a name, symbol, or trademark designed to

1. Provide easy to recognition of product
2. Indicate product price
3. Inform a customer about product features
4. Provide advertisers with job security

146 Which of the following would not be considered one of the five buying questions a display should answer

1. where can I buy it?
2. How much does it cost?
3. What is the product?
4. Is it worth it?

147 Before setting up a display

1. a drawing or sketch should be made
2. the price of the product should be reduced
3. customers should be trained to use it
4. free product should be given to customers

148 A display plan

1. helps calculate the cost of the display
2. limits creativity in design
3. shows how not to put the display together
4. prevents the display from being assembled

149 the path in the market goes as follows: Manufacturer>Wholesaler>Retailer>Customer. Where does Selling fit into the path?

1. Throughout the entire path
2. Between the manufacturer and wholesaler
3. Between wholesaler and retailer
4. Between the retailer and the customer

150 The most effective way to give a potential car buyer a feeling of ownership is to

1. encourage the person to drive the car
2. show the person sales literature
3. show the person the actual automobile
4. tell the person how nice it will be to own the car

151 During the sales presentation, you determine that the customer is ready to close the sale. You should

1. close the sale
2. continue to sales pitch
3. demonstrate the product
4. call in the manager

152 The process of finding new customers is termed

1. Prospecting
2. Recruiting
3. Telephone contacts
4. Aggressive selling
5. none of the answers listed

153 In taking telephone messages, you® message should include:

1. All of the answers listed
2. Name of person who is being called
3. call and your name or initials
4. Action to be taken, such as call back
5. none of the answers listed

154 Cool Calling is

1. Calling on prospects that fit ac ertain criteria of type and size of business
2. When a salesperson calls a prospect without any prior knowledge of the prospect
3. Prospects who have been suggested by current customers, fellow salespeople or prospects themselves
4. All of these
5. none of the answers listed

155 The following McDonald's statement about a Big Mac is a: "Two

beef patties, special sauce, lettuce, cheese on a sesame seed bun"

1. None of the answers listed
2. Fact
3. Feature
4. Price

156 \_\_\_\_\_\_\_\_\_\_\_\_is one of the key factors in capturing the share of the market that is available for new business.

1. Location
2. Competitions debt structure
3. Competitors management ability
4. All of these

157 Which of these is not a major type of display

1. All are types of displays
2. Window display
3. Point of purchase display
4. Shelf display

158 Desirable voice traits on the telephone include

1. Sounding pleasant with pitch variations
2. A nasal monotone
3. Sounding throaty and raspy
4. Weak and sometimes squeaky

159 Buying signals are clues to

1. Close the sale
2. Handle the objection
3. Begin with the opening
4. All of these

160 A product feature is something you can

1. All of the answers listed
2. See and feel
3. Hear
4. Smell and/or taste

161 When ending a telephone call, you should

1. Always be Courteous and well mannered
2. Let the caller hang up
3. Be courteous Only if you made the sale
4. Get rid of the caller fast

162 An "Action Plan" includes the following four areas

1. Product, price, place, and promotion
2. Analysis, research, target market, and marketing strategy
3. Income, evaluation, process, and product
4. All of these
5. none of the answers listed

163 A projected budget is

1. A statement of anticipated expenses and income for the market plan
2. Developing a promotion plan
3. Determining how well the plan did
4. Market research
5. none of the answers listed

164 What factors must be present to establish effective customer service policy?

1. All of the answers listed
2. Policies must be clear to the customer
3. Supported by company management
4. The primary objective should be customer satisfaction
5. none of the answers listed

165 If your resolution to a customer complaint doesn't work then

1. Present an alternative solution
2. Inform the customer there is no other solution
3. Contact your supervisor
4. All of these
5. none of the answers listed

166 Which of the following would not be considered one of the five

buying questions a display should answer?

1. where can I buy it?
2. What is the product?
3. how much does it cost?
4. Is it worth it?
5. none of the answers listed

167 An effective display will

1. All of the answers listed
2. Tell a story
3. Demonstrate a sales point
4. Get the attention of the customers
5. none of the answers listed

168 A display should not

1. Sell of price
2. Sell on value
3. Attract too much attention
4. Show how a product is used
5. none of the answers listed

169 When building a product display you should

1. All of the answers listed
2. Use colors that look good together
3. Use words sparingly
4. Use action words to communicate worthwhile information
5. none of the answers listed

170 Which of the following is not one of the six major display arrangements?

1. Round arrangement
2. Wedge arrangements
3. Repetition arrangements
4. Radiation arrangement
5. none of the answers listed

171 A central idea or theme for a display will

1. Relate the product to the customer
2. Have many subthemes
3. Take up most of your planning time
4. All of these
5. none of the answers listed

172 Which one of the following is not a main step in developing a display plan?

1. Determine who will assemble It
2. Determine product or service to be featured
3. Establish a theme
4. Select the display arrangement
5. none of the answers listed

A zig zag arrangement of a display

1. Sets the product in uneven lines that look informal and fun
2. Uses stair steps to indicate progress
3. Develop a focal point in the center
4. Uses repetition of a product
5. none of the answers listed

174 The most important factor of your continued success in the sales

field will depend on?

1. The selling skills you develop
2. The state of the economy
3. The weather in the area
4. The product you are selling
5. none of the answers listed

175 Getting immediate and favorable attention should be attained in

what part of the sales process?

1. Approach
2. Pre-approach
3. Demonstration
4. Closure
5. none of the answers listed

176 The most appropriate listening skills include

1. Careful focus on what the customer is telling you
2. Constant eye contact
3. Facial expressions while the customer is talking
4. Strategizing your plans for a close
5. none of the answers listed

177 Arguing with the customer

1. Should be avoided
2. Is appropriate when trying to change his mind
3. Should take place without shouting
4. Convinces the customer you are sold on your product
5. none of the answers listed

178 The "Close"

1. May occur at anytime
2. Should be avoided on the first call
3. Ideally takes m12% of the total sales call times
4. Must happen after handling customer objections
5. none of the answers listed

179 Free media placements of information about a small business, its products or its services is called

1. Publicity
2. Marketing
3. Advertising
4. Personal sales

180 You want customers to complain; because,

1. All of the answers listed
2. If they don't they take their business somewhere else
3. They tell their friends not to do business with you
4. A customer that complains usually comes back

181 Which of the following is not a major objective of advertising activities?

1. Enhance the owner's personal reputation
2. To increase the demand for your product
3. Increase customer traffic
4. Publicize products and services

182 Customer classifications systems are used for which of the following purposes?

1. Means of qualifying customers
2. Means of identifying “bad” customers
3. Means of assessing a customer’s personality
4. Means of controlling the sales process

183 The variety of products available to a sales person to sell reflects

1. The expectations of the customer; manufacturer's product line
2. desires of the manufacturer to be successful
3. expectations of the customer
4. manufacturer's product line
5. manufacturer's product line; desires of the manufacturer to be successful

184 Which of the following is a description of probing?

1. None of the answers listed
2. Active interrogation of current customers about future customer needs
3. Using various sources to identify new customers
4. Asking current customers about new customers

185 A successful salesperson needs to \_\_\_\_\_\_ why and how customers

buy.

1. Understand
2. Know
3. Explain
4. Reason

186 Buyer’s remorse is an example of which of the following

phenomena?

1. Post-sales reactions
2. Sales memory
3. Psychological enlightenment
4. Physiological or gut reaction

187 A quality presentation begins with… a thorough Pre-approach

1. a flexible, on point presentation
2. active Postsales
3. “handholding”
4. active power point presentation

188 A customer service call that is handled well by a sales person would… be empathetic toward the caller

1. seek a follow-up
2. order immediately
3. try to determine who is at fault
4. immediately offer a price discount for the next sale

189 Which of the following is a good source for new prospects?

1. All of the answers listed
2. Referrals
3. Cold Calls
4. Trade Shows
5. none of the answers listed

190 A Cold Call is…

1. All of the answers listed
2. a visit with a potential new customer
3. a telephone call establishing an interest in your product
4. a conversation at a state meeting with a noncustomer
5. none of the answers listed

191 Market research is a key aspect of what point in the buying process

1. Information gathering
2. Purchase
3. Post-purchase review
4. Sales presentation

192 Asking for a customer’s business is known as cold calling

1. FALSE
2. TRUE

193 A trial close is used to determine if a customer is ready to move

forward in the sales process.

1. TRUE
2. FALSE

194 A trial close is used to determine if a customer is ready to move

forward in the sales process.

1. TRUE
2. FALSE

195 The purpose of rapport building is to uncover a customer’s needs.

1. FALSE
2. TRUE

196 Jonathan Shue shows his customers how wide the tread on his P1895 tires are. This is an example of a benefit.

1. FALSE
2. TRUE

197 Which of the following is an example of an open-ended question?

1. What are your crop rotation practices?
2. Would you like to try Roundup Ultradry® or Roundup Ultramax®?
3. Do you grow corn and soybeans?
4. Will you attend our grower meeting?
5. none of the answers listed

198 Endorsement letters and intellectual proofs can consist of:

1. All of the answers listed
2. charts and graphs
3. statistical summaries
4. vendor endorsements
5. consumer ratings and reports

199 Today's agricultural sales professional focuses on which of the

following?

1. Meeting needs through products ,services and technical knowledge
2. Having a good pitch and a sales quota to meet
3. Product selling
4. Selling at all costs
5. Selling regardless of whether it is the best product for the customer

200 Agricultural selling requires which of the following?

1. Planning and persistence
2. Reacting and thinking on your feet
3. Scheming and devious ideas
4. Thinking fast and making promises even if you are not sure

201To use effective selling skills, a professional salesperson has to understand the customer’s needs and how they buy by which of the following?

1. By being a good listener
2. By being a psychologist
3. By convincing them that they need a product that is not necessary for their needs
4. By guessing

202 You are a salesperson for a company that sells and installs methane digesters, allowing dairies and large feedlots to convert livestock waste into usable energy. You are visiting with a potential customer about the benefits of installing a methane digester. He suggests a meeting with his neighbor dairy producers who might also be interested. Which of the following is the most appropriate

response?

1. “What day of the week and time of day works best?”
2. “Bring them on over here.”
3. “Do you think they could afford the digester?”
4. “I’m pretty busy and I’m not sure if I can fit it in.”

 203 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?

1. Ask about his expectations and interest in a seed company
2. Ignore the complaint but later call your competition to report the complaint
3. Join in and speak negatively about your competition’s products
4. Tell the customer you agree they are worthless

204 A unique value bundle is best described by which of the following

statements?

Is a bundle of goods and/or

services that is focused on the

customers’ needs

Doesn’t require

a written plan

Is always easily

determined or

developed after

one or two visits

with a new

customer

Is dependent on

a good marketing

program to help

many customers

with standard

production/pricin

g combination

Utah FFA 2008 Ag Sales 205 The final step in a sales call is always: Closing a sales call

Collecting the

money

Getting the

customer to

consider the

purchase

Setting up a

schedule for

delivery

Utah FFA 2008 Ag Sales 206 After dealing with an upset customer, what should you do?

Reflect upon the incident and

make necessary adjustments

Forget about the

incident

Take the

customer’s

comments

personally

Tell your

coworkers

Utah FFA 2008 Ag Sales 207

Stated simply, price is a result of the relationship between which of

the following pairs? Supply and Demand

Costs and

Profits

Economics and

Politics

Income and

Expenses

Utah FFA 2008 Ag Sales 208

Which of the following are the three primary areas of skill and

knowledge required by successful agricultural sales professionals?

How customers buy, strategic

value, and ongoing improvement

Ambition, focus,

and intelligence

Developing

relationships,

having an

outgoing

personality, and

friendliness

Persistence,

aggressiveness,

and perception

Utah FFA 2008 Ag Sales 209

Which of the following best describes a person who sells products

only to other salespersons? Wholesaler Consumer Producer Retailer

Utah FFA 2008 Ag Sales 210

Agricultural selling is best defined by which of the following

statements?

The creation and delivery of

solutions to bring value to

customers

The ability to

move seed,

feed, chemicals

and fertilizer to

customers

The

development of

relationships to

sell products

The process of

identifying

customers and

selling your

products

Utah FFA 2008 Ag Sales 211 What is one method of determining a customer’s needs and wants? Listen to the customer

A sales person

does not need to

know the

customer’s

needs and wants

Observe the

clothes of the

customers; if

they look

expensive he

must want a lot

Tell the customer

what she should

want

Utah FFA 2008 Ag Sales 212

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?

Carefully listens to the customer,

understands the customer’s

needs, helps the customer focus

on the most important needs,

and provides a solution

Brings a wide

variety of

products so the

customer can

choose the

product that they

want

Provides

tremendous

production

information for

the customer to

evaluate and

make a good

decision

Sends them

information to

read about

products

Utah FFA 2008 Ag Sales 213

Why should a salesperson involve the customer in product

demonstrations?

It helps keep the customers’

attention and appeals to their

senses

It disrupts the

customer’s

concentration

and allows the

sale to take

place

It is only used

when the close

does not work

out

It normally

indicates a lack

of sales ability

Utah FFA 2008 Ag Sales 215

You are working for an equipment dealer as a salesperson. A

customer has just purchased a new round baler from you. You ask

the customer if she would like to purchase polypropylene baler

twine. Which of the following best describes the type of sale you

attempted? Suggestive sales Closing sales Direct sales Retail sales

Utah FFA 2008 Ag Sales 216

To be successful at a trade show you need to do which of the

following? Get the attention of the passerby

Wait for people

to stop

Make it your first

priority to talk

with the coexhibitors

Wait for prospect

to call you after

the show is

finished when

they have read

all the materials

you gave them

Utah FFA 2008 Ag Sales 217

What is the one thing with which an agricultural salesperson should

be most concerned? The satisfaction of the customer

How much

commission

he/she will make

How well

dressed he/she

is

The product

he/she is selling

Utah FFA 2008 Ag Sales 218

What is the retail price using a markup of 15% for an item that lists

for $7.00 wholesale? $8.05 $7.15 $8.50 $10.50 $35.00

Utah FFA 2008 Ag Sales 219 When do you know it is time to close a sale?

You believe the customer’s

needs have been determined

and you have selected the right

item to meet those needs

The customer

begins to ask

questions about

the quality of the

product

The customer is

losing interest

and the

conversation is

dragging

You have

discussed all of

the features and

benefits of the

product you sold

to the neighbors

Utah FFA 2008 Ag Sales 220

Which of the following best describes the role of asking questions

during the sales process?

Questions should be used to

determine the customer’s needs

and wants

Questions are

only necessary if

the customer is

a first time buyer

Questions are

only necessary

if you already

know the

customer’s

situation

Questions should

be used unless

perceived by the

customer as

being too nosey

Utah FFA 2008 Ag Sales 221

Which of the following is the term used to describe the process of

finding new customers? Prospecting

Aggressive

selling Recruiting

Telephone

contacts

Utah FFA 2008 Ag Sales 222

Selling to farmers may include selling products or services. Which of

the following would be considered a service? Custom harvesting Fertilizer

Harvesting

equipment Seed

Utah FFA 2008 Ag Sales 223

Throughout the sales presentation, it is usually best to do which of

the following?

Avoid shifting the focus of

attention away from your product

to competing products

Discuss all the

weaknesses of

competing

products

Discuss

competing

products even if

you are not

familiar with

these items

Refuse to

discuss

competing

products

http://www.ets.org/Media/Tes 224

Which of the following is the most probable effect of tariffs or quotas

on domestic prices and domestic production?

both prices and production

increase

both prices and

production

decrease

prices decrease,

but the impact

on production is

indeterminate

prices decrease,

and production

increases

prices increase, and

production decreases

http://www.ets.org/Media/Tes 225

An enterprise analysis reported an average return of $151 for each

$100 of feed fed to hogs last year and a return of $130 per $100 of

feed fed this year. Assuming stable feed costs and no major death

losses, which of the following is the most likely explanation for the

difference in returns? lower market prices

lower purchase

prices

changes in

physical

management

lower feed

efficiency poor record keeping

http://www.ets.org/Media/Tes 226

The demand for which of the following products is likely to be the

most elastic? pork sugar milk bread salt

http://www.ets.org/Media/Tes 227

A farmer buys a new tractor for $40,000 and expects to use it for

twenty years, after which the tractor will have a salvage value of

$10,000. What is the straight-line depreciation that can be taken for

the first year of ownership? $1,500 $1,667 $2,000 $2,250 $2,750

http://www.cals.wisc.edu/FFA 228 An effective sales person translates \_\_\_\_\_\_\_\_ into buyer benefits. product features buyer needs

buyer

expectations buyer wishes

http://www.proprofs.com/quiz- 229 Selling is

90 percent preparation and 10

percent presentation

50 percent

preparation and

50 percent

presentation

90 percent

presentation

and 10 percent

preparation

none of the

answers listed

http://cde.ffa.umn.edu/Web/as 230 Prospecting in sales is a term used to describe

activities to identify potential new

accounts

searching for

detailed product

information

using openended

questions

to get good

personal

information on a

customer

someone who is

mining for rare

metals

http://cde.ffa.umn.edu/Web/as 231 Market penetration is a term used to define

the percentage of all customers

you sell your products

the percentage

of product you

sell to each

customer

the number of

products sold

the depth of your

product line

http://cde.ffa.umn.edu/Web/as 232 Market concentration is a term used to define

the percentage of product you

sell to each customer

the formulation

of a pesticide in

the container

the amount of

time you spend

with each

customer

the percentage

of all customers

you sell your

products

http://cde.ffa.umn.edu/Web/as 233 Product parity is a term used to define

the similar performance of a

product in relation to another

product

how much better

your product

performs

the visual

appearance of a

product

the difference in

performance

between two

products

http://cde.ffa.umn.edu/Web/as 234 The 80/20 rule refers to

20% of the customers are 80%

of the business

you should

expect to get 20

out of every 80

customers

you should

expect to lose

20 out of 80

customers to

each year

you should

expect to retain

20 out of 80

customers each

year

80% of the

customers are 20%

of the business

http://cde.ffa.umn.edu/Web/as 235

Factors other than account size to consider when evaluating

potential customers: All of the answers listed

level of influence

in the

marketplace

where to invest

your time for

maximum

results

the amount of

effort it will take

and how much

time you have to

offer

how you can make

the best use of the

support you have

http://cde.ffa.umn.edu/Web/as 236 A basic step in sales is to set account goals TRUE FALSE

http://cde.ffa.umn.edu/Web/as 237 Key accounts are strategically important customers. TRUE FALSE

http://cde.ffa.umn.edu/Web/as 238 Every sales call should have an object TRUE FALSE

http://cde.ffa.umn.edu/Web/as 239

People seldom buy from people they don't like unless they don't

have an alternative TRUE FALSE

http://cde.ffa.umn.edu/Web/as 240 When you start a sales call,

it is dependent on the previous

relationship with a customer or

prospect

it has nothing to

do with the

personality of

the customer

it is important to

open each call

the same

it is important to

treat each

customer the

same every time

http://cde.ffa.umn.edu/Web/as 241

The first impression is very important on each sales call. To leave a

positive impression you need to All of the answers listed

dress

appropriately

and be

conservative

with your

apparel

present yourself

positively with

good hygiene

your vehicle

should be neat

and clean

your notebook and

materials should be

organized

http://cde.ffa.umn.edu/Web/as 242

It is not a good idea to make an appointment before stopping to see

a customer. FALSE TRUE

http://cde.ffa.umn.edu/Web/as 243 When you arrive on a sales call you should not

announce your arrive with a

cloud of dust and a screech of

your brakes

park where you

will not be in the

way of

equipment and

other vehicles

apply commonsense

courtesy

state your name

clearly and slowly

and tell them why

you are there

http://cde.ffa.umn.edu/Web/as 244

When you greet a customer, it is only necessary to greet the person

you are there to see. FALSE TRUE

http://cde.ffa.umn.edu/Web/as 245 An example of an open-ended question is

Why do you consider genetic

diversity important?

Did you use the

same product

last time?

How old are

you?

none of the

answers listed

http://cde.ffa.umn.edu/Web/as 246

Open-ended questions help you understand how the customer

views the situation TRUE FALSE

http://cde.ffa.umn.edu/Web/as 247 Close-ended questions help gather specific information TRUE FALSE

http://cde.ffa.umn.edu/Web/as 248 The single most important selling skill is listening conscience persistence focus discipline

http://cde.ffa.umn.edu/Web/as 249

Closing a sales always means asking for a commitment from the

customer. TRUE FALSE

http://cde.ffa.umn.edu/Web/as 250 Every sales call should have a close. TRUE FALSE

http://cde.ffa.umn.edu/Web/as 251 In order for a sales call to be successful you need to make the sale FALSE TRUE

http://cde.ffa.umn.edu/Web/as 252 If a customer says no you should take it as a personal rejection. FALSE TRUE

http://cde.ffa.umn.edu/Web/as 253 Effective sales people close many times during the sales process TRUE FALSE

http://cde.ffa.umn.edu/Web/as 254 A good verbal signal from the customer to ask for a close is All of the answers listed

when the

customer asks

about delivery

when the

customer asks

how soon they

could be trained

when the

customer asks

about warranty

and service

when the customer

asks about financing

http://cde.ffa.umn.edu/Web/as 255 A career in agri-sales career offers you the opportunity to All of the answers listed

bring the

customer

solutions to their

business

problems

have a flexible

schedule

get paid while

helping

businesses

prosper

http://cde.ffa.umn.edu/Web/as 256 To be successful in agriselling you must

apply the product benefits and

services to the customers needs

be a natural

sales person

be patient and

wait for the

customer to

come to you

have a college

degree

all of the answers

listed

http://cde.ffa.umn.edu/Web/as 257

Today's ag-sales professional focuses on product sales more than

relational selling FALSE TRUE

http://cde.ffa.umn.edu/Web/as 258

Repeat sales to customers are very important to a salesperson.

Repeat sales must be earned

should allow you

to focus all your

time on

prospects

provide a

guaranteed

base level of

sales

should not

require much

time

all of the answers

listed

http://cde.ffa.umn.edu/Web/as 259 The ag-sales professional is important to the customer because All of the answers listed

they help

introduce new

technology to

the industry

they increase

industry

efficiency by

introducing new

products

they bring

solutions to

customer

problems

they bring new ideas

and concepts

http://cde.ffa.umn.edu/Web/as 260

Most sales require only a small amount of preparation, strategizing

and planning FALSE TRUE

http://cde.ffa.umn.edu/Web/as 261

Talking is one of the most important skills to understand the

customer needs FALSE TRUE

http://cde.ffa.umn.edu/Web/as 262 To understand the customer's needs you need to study psychology FALSE TRUE

http://cde.ffa.umn.edu/Web/as 263 To sell your product or service

you need to show the value of

your product or service to the

customer

provide lots of

data and proof

of quality

offer the best

warranty

all of the answers

listed

http://cde.ffa.umn.edu/Web/as 264

Prospecting and prioritizing are only necessary when you don't meet

your sales quotas and you need a quick sales FALSE TRUE

http://cde.ffa.umn.edu/Web/as 265

Agri-sales managers require sales people to use Selling Strategy

and Call Plans All of the answers listed

to make the best

use of their time

and the

customer's time

avoid sales

people from

going on a sales

call underprepared

as a strategy to

increase sales

concentration

as a strategy to

increase sales

penetration

http://cde.ffa.umn.edu/Web/as 266 A unique value bundle

is a special combination of

goods and services to focus on

the customer's needs

is defined as

combination of

products put

together by the

marketing team

is a combination

of products that

are heavily

promoted to the

public

fit most

customers basic

needs

all of the answers

listed

http://cde.ffa.umn.edu/Web/as 267 In selling you can create loyalty only by All of the answers listed

providing

solutions to the

customers

needs

providing

consistent

performing

products and

services

avoiding

potential

problems with

careful

assessment of

the customers

needs

consistent

performance by

yourself and your

product

http://cde.ffa.umn.edu/Web/as 268 Quality means consistency TRUE FALSE

http://cde.ffa.umn.edu/Web/as 269

After you have closed the sale, it is important to follow up with the

customer

to make sure that you deliver

everything that was promised

to offer them

Diamondbacks

baseball tickets

to ask for

referrals

to ask them for

more business

all of the answers

listed

http://cde.ffa.umn.edu/Web/as 270

Professional agriselling is building on 5 building blocks. The

foundation of these building blocks is a strong code of ethics.

Ethics is

a code that governs members

behavior

based on a set

of scientific

principles

determined by

your boss

dependant on the

situation

relative to the

company rules

http://cde.ffa.umn.edu/Web/as 271

The most successful and highly-regarded members of the Ag selling

profession in any community are ethical and honest about products

and their limitations. TRUE FALSE

http://cde.ffa.umn.edu/Web/as 272 The most important thing to do after you close the sale is to say thank you and leave

find something

else to talk

about

continue to

promote your

product

try to sell them

something else

all of the answers

listed

http://cde.ffa.umn.edu/Web/as 273

The professional sales person is compensated with incentives such

as salary, commission and rewards. However, many sales

professionals commonly say that "helping the customer" is the most

satisfying reward. TRUE FALSE

http://cde.ffa.umn.edu/Web/as 274

Buyer's remorse is the period of time immediately following the

purchase. It is important for the sales person to follow up after the

sale to address the customer's buyer's-remorse emotions. TRUE FALSE

http://cde.ffa.umn.edu/Web/as 275

The most common emotions involved in purchases are fear, greed

and hope. What emotion to many people satisfy when purchasing

insurance? fear greed hope

all of the answers

listed

http://cde.ffa.umn.edu/Web/as 276 Items that you can see and touch are tangible products intangible TRUE

http://cde.ffa.umn.edu/Web/as 277 What percent of the work force is made up of agricultural sales? 12 15 18 20

http://cde.ffa.umn.edu/Web/as 278

There are three types of businesses that employ salespeople:

wholesalers, retailers and manufacturers dealers venders farmers/ranchers

http://cde.ffa.umn.edu/Web/as 279

Approaching the customer with a pleasant salutation, using their

name; being direct, straight forward, and taking control of the

conversation…this is how you would go about a \_\_\_\_\_\_\_\_

approach. greeting service merchandise commodities

http://cde.ffa.umn.edu/Web/as 280 What are potential customers called? prospects new customers directories targets

http://cde.ffa.umn.edu/Web/as 281 What is the best way to deal with a know-it-all customer?

let the customer confirm the

facts, don't argue or compete

with the customer

give the

customer the

facts, don't

compete with the

customer, yet

argue your

points

let the customer

do all the talking

tell the customer

to be patient

while you give

the sales pitch

http://cde.ffa.umn.edu/Web/as 282

There are six basics display arrangement styles. Stair step and

pyramid are two of them, what are the other four?

zigzag, radiation, repetition,

dump

repetition,

rotational,

zigzag, dump

radiation,

rotational,

zigzag, mirrored

mirrored, zigzag,

radiation,

repetition

http://cde.ffa.umn.edu/Web/as 283 What is the main objective in sales?

supplying the needs of

customers making a profit

gaining new

customers

selling the

product

http://cde.ffa.umn.edu/Web/as 284

What is a practice as a salesperson to do after you have had a

successful transaction?

call back to see if the customer

is satisfied

ask them if they

know anyone

else to sell to

send a thank

you letter

only go back with

the intent to sell

something else

http://cde.ffa.umn.edu/Web/as 285

Communication is a major part of the sales field. What are the most

important communicational skills? listening, reading, writing

reading, writing,

arithmetic

listening, writing,

speech

speech, listening,

reading

http://cde.ffa.umn.edu/Web/as 286 What will make you a valuable salesperson? knowledge persistence slyness

positive selfesteem

http://cde.ffa.umn.edu/Web/as 287 \_\_\_\_\_\_\_\_ affects a customer's buying mood. Color Size Shape Age

http://cde.ffa.umn.edu/Web/as 288 What value can a new salesperson bring to the company?

products, services, ideas,

solutions

services, ideas,

problems,

products

problems, ideas,

projects,

solutions

products,

solutions, ideas,

business

http://cde.ffa.umn.edu/Web/as 289 There are three areas of sales in agriculture. What are they?

selling goods/services, selling for

farmers/ranchers, providing

information

providing

information,

selling

goods/services,

collecting

medium

advertising,

selling

goods/services,

collecting

medium

selling for

farmers/ranchers

, advertising,

providing

information

http://cde.ffa.umn.edu/Web/as 290 What is commission? percent of sales price wholesale price

dollar amount

per hour

both dollar

amount per hour

AND percent of

sales price

http://cde.ffa.umn.edu/Web/as 291

Sales require an outgoing personality, persistence, ethical

standards…what word doesn't fit with a sales type personality? uncouth initiative enthusiastic courteous

http://cde.ffa.umn.edu/Web/as 292 How would you go about treating a supplier? like a customer like a supervisor like a competitor like a co-worker

http://cde.ffa.umn.edu/Web/as 293

Which of the following are five stages a customer goes through in

making a buying decision?

attention, intention, desire,

conviction, action

awareness,

intention, desire,

attitude, action

attention,

intention,

demand,

consumption,

action

attitude,

intention, desire,

consumption,

action

http://cde.ffa.umn.edu/Web/as 294 A code of ethics for ag sales would include the following EXCEPT slyness remaining loyal

customer's best

interests professionalism

http://cde.ffa.umn.edu/Web/as 295

Attracting customer attention, servicing accounts, handling

objectives, building customer relations are all examples of what kind

of selling? direct covert closing indirect

http://cde.ffa.umn.edu/Web/as 296

If you are asking the customer: How would you like to handle the

financing?, you are most likely doing what? attempting a trial close

waiting for the

type of payment

seeing if the

customer wants

to put the item

on hold sealing the deal

http://cde.ffa.umn.edu/Web/as 297 Wholesalers work with a \_\_\_\_\_\_\_\_ to re-sell the product. broker dealer retailer company

http://cde.ffa.umn.edu/Web/as 298

Territory planning, planning calls, uncovering needs…are all part of

the body of knowledge

scientific

principle

systematic

procedures

common

language

http://cde.ffa.umn.edu/Web/as 299

What is best to listen for, \_\_\_\_\_\_\_\_; after all you want the customer

to know everything they want to know. the customer's voice

the noises

around you your voice

pauses in the

conversation

http://cde.ffa.umn.edu/Web/as 300 What two things must a salesperson possess to be effective? interest and desire

aspiration and

commitment

commitment

and patience

dedication and

desire

http://cde.ffa.umn.edu/Web/as 301

A specific written objective stating what you want to achieve on each

call within the overall strategy is the selling strategy

customer

strategy goals strategy call strategy

http://cde.ffa.umn.edu/Web/as 302

The following are goals that, as a salesperson, you would strive to

achieve, except saying anything to make the sale

setting

expectations you

can achieve

customers to

depend on your

service

customers' trust

in you

http://cde.ffa.umn.edu/Web/as 303 Hanging around after the sale increases the chances of… the loss of the sale

the gain of

another

missing the next

appointment

bothering the

customer

http://cde.ffa.umn.edu/Web/as 304

The process of helping people accesses the information, product(s)

and services they need to meet their personal and business goals.

This is the definition for selling teaching producing marketing

http://cde.ffa.umn.edu/Web/as 305

Everyone has a different voice; the voice you project is determined

by what four factors?

pitch, Quality, Energy, Rate of

Speech

rate of Speech,

Energy,

Enthusiasm,

Pitch

energy,

Enthusiasm,

Pitch, Quality

enthusiasm,

Pitch, Quality,

Rate of Speech

http://cde.ffa.umn.edu/Web/as 306 What is an example of an open-ended question? how often does that happen?

have you

received your

refund?

will you attend

our seminar?

did you call

them?

http://cde.ffa.umn.edu/Web/as 307 In handling customer objections you should: show empathy

turn your

customer’s

objections into

negative selling

points

argue with the

customer

downgrade your

competition

http://cde.ffa.umn.edu/Web/as 308

\_\_\_\_\_\_\_ is a method of selling a customer something in addition to

the product being purchased. “Suggestion selling”

“Add-onproducts”

“Extended

selling”

“Low-cost service

items”

http://cde.ffa.umn.edu/Web/as 309

To reach a very select group of customers, you would use which of

the following? trade journal newspaper magazine T.V.

http://cde.ffa.umn.edu/Web/as 310 Which of the following is an example of a market analysis?

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

using one

person’s opinion

as the norm for

the community

none of the

answers listed

http://cde.ffa.umn.edu/Web/as 311

Which of the following would be included in the pre-approach of a

sales presentation?

learning all there is to know

about the product

ordering the

product – you

have one on

hand

listening to the

customer

showing the

product

http://cde.ffa.umn.edu/Web/as 312 The goal of every advertisement is: communication demonstration selling information

http://cde.ffa.umn.edu/Web/as 313 The optical center of an “ad” is:

a little above and to the left of

the center

slightly lower

than the center

slightly to the

right of the

center

the exact center

of the ad

http://cde.ffa.umn.edu/Web/as 314 Potential clients who are not yet qualified: suspects new clients old clients prospects

http://cde.ffa.umn.edu/Web/as 315 Spheres of influence are:

people who can sway 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

people who have

the know how

http://cde.ffa.umn.edu/Web/as 316 P.O.P is an abbreviation for what in advertising? point of purchase price of product

potential of

product

product of

purchase

http://cde.ffa.umn.edu/Web/as 317

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. dominate influencing steady competitive

http://cde.ffa.umn.edu/Web/as 318 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

http://cde.ffa.umn.edu/Web/as 319

How many major categories of information should be collected

during the probing or “needs dialogue” in a sales call? 6 9 12 3

http://cde.ffa.umn.edu/Web/as 320

Prospecting, initial contact, qualifications, objections, and closing

are all major topics covered in the \_\_\_\_\_\_\_ skills section of your

sales training. people basic product sales

http://cde.ffa.umn.edu/Web/as 321

When a salesperson calls on a customer without an appointment or

customer knowledge: cold calling informational call lead calling cool calling

http://cde.ffa.umn.edu/Web/as 322 What is a letter of application?

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

a personal data

summary of

factual

information about

you

http://cde.ffa.umn.edu/Web/as 323 People buy from people they\_\_\_\_\_\_. trust are referred to know heard about

2010 National Written Exam 326 What is the proper order of the following steps in the sales process?

Building Rapport, Probing,

Communicating Value

Probing, Building

Rapport,

Communicating

Value

Probing,

Communicating

Value, Building

Rapport

Building Rapport,

Communicating

Value, Probing

2010 National Written Exam 327 Which type of question is best to use early in a sales call? Open ended questions

Clarifying

questions

Confirming

questions

Closed ended

questions

2010 National Written Exam 328

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 segmentation targeting segregation separation

2010 National Written Exam 331

Medley Vegetable Seeds has sold 435,000 units of carrot seed in

the US. The company estimates that the total purchases of carrot

seed in the US total one million units. What is Medley Vegetables

market share in carrots? 43.50% 435,000 56.50%

It's impossible to

tell from the data

provided

2010 National Written Exam 332

The conversation that occurs before discovery or probing begins in

a sales call is known as the opening. TRUE FALSE

2010 National Written Exam 334

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. FALSE TRUE

2010 National Written Exam 335

Which of the following is not an example of a goal that might be set

for a salesperson?

all of the answers listed are

examples of goals

Conversion rate

(prospects to

customers)

Target customer

share of wallet Gross margin

2010 National Written Exam 336

A good salesperson pays attention not just to the words a customer

says, but to the emotions and body language with which they

express them. TRUE FALSE

2010 National Written Exam 337

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? Qualified her prospect Built rapport

Presented the

benefits of her

products Used a trial close

2010 National Written Exam 338

Cross‐selling is the term used when a seed salesperson sells a

hybrid or stacked variety of seed – a crossed variety. FALSE TRUE

2010 National Written Exam 339

After Jeremy makes a strong selling point, his buyer begins asking

questions, speaking more quickly, and leans forward in his chair.

These actions are all examples of… Buying signals Trial closes

Need

hierarchies

none of the

answers listed

2010 National Written Exam 340

Samantha is responsible for the cheese production part of her

farm’s business. She sells her cheese to local grocery stores and

specialty food shops. She estimates that her cost per pound of

cheese is $1.10. She typically sells half‐pound blocks of cheddar

cheese for $1.25 each to the stores. How much is her gross margin

on a ten pound order? $14.00 $25.00 $0.15 $1.40

2010 National Written Exam 341

Tommy asks his customer, “What role does sustainability play in the

weed control decisions you make on your farm?” This is an example

of a(n)… open ended question

closed ended

question

spin selling

question

all of the answers

listed

2010 National Written Exam 342

“Who have you been using for your ration recommendations?” is an

example of a(n)… closed ended question

spin selling

question

open ended

question

all of the answers

listed

2010 National Written Exam 343

In business‐to‐business selling, service after the sale usually helps

set the foundation for the customer to buy in the next buying cycle. TRUE FALSE

2010 National Written Exam 344

Which word corresponds with what a salesperson might say to a

customer?

"Our brand is a trusted and recognized name in the business." Intangible value Tangible value Benefits

none of the

answers listed

2010 National Written Exam 345

Which word corresponds with what a salesperson might say to a

customer?

"As you can see, the 150 horsepower engine if the perfect capacity

for the type of work you'll be doing on your place." Tangible value Intangible value Benefits

none of the

answers listed

2010 National Written Exam 346

Which word corresponds with what a salesperson might say to a

customer?

"That sprayer width will mean fewer passes, so you'll have less soil

compaction, and lower fuel costs, plus it saves you time." Benefits Intangible value Tangible value

none of the

answers listed

http://quizlet.com/5489627/tes 347 Chief Executive Officer CEO LLC APR Rent

http://quizlet.com/5489627/tes 348 A group of accounts Ledger Members Lease LLC

http://quizlet.com/5489627/tes 349 An economic system based on private ownership of capital Capitalism Competition Capital Liability

http://quizlet.com/5489627/tes 350

Small publication (3 1/2 x 2 inches) containing information such as

name, title, business, address, phone numbers, logo Business card Balance Quicken Subsidiary

http://quizlet.com/5489627/tes 351

The removal of cash or another asset from the business by the

owner for personal use Withdrawal Will Principal Capital

http://quizlet.com/5489627/tes 352 Declare invalid Void NSF LLC CEO

http://quizlet.com/5489627/tes 353

A legal document declaring a person's wishes regarding the

disposal of their property when they die Will 51% NSF Void

http://quizlet.com/5489627/tes 354 An obligation to pay money to another party Liability Debit Will Subsidiary

http://quizlet.com/5489627/tes 355

The numerals written or printed on the upper right-hand corner of a

check Check number Members Routing number Bank number

http://quizlet.com/5489627/tes 356

The smallest required payment that a credit card holder can pay on

a monthly bill and still remain in good standing with the lender Minimum payment Statement Interest Conglomerate

http://quizlet.com/5489627/tes 357 The owners of a limited liability company Members Debit Ledger Lease

http://quizlet.com/5489627/tes 358 Length of time you have before you start accumulating interest Grace period Transaction Competition Clearing period

http://quizlet.com/5489627/tes 359 Rounded fragments Conglomerate Monopolies Endorse Negligent

http://quizlet.com/5489627/tes 360 Borrow money on your credit card Cash advance Ordinance Withdrawal Balance

http://quizlet.com/5489627/tes 361 A seat of government Capital Will Debit Capitalism

http://quizlet.com/5489627/tes 362

The period of time during which a contract conveying property to a

person is in effect Lease LLC Asset Ledger

http://quizlet.com/5489627/tes 363

First federal action against monopolies, it was signed into law by

Harrison and was extensively used by Theodore Roosevelt for trustbusting.

However, it was initially misused against labor unions Sherman anti trust act Interest

Overdraft

Protection Transaction

http://quizlet.com/5489627/tes 364

Anything owned that is of value and can be sold or otherwise

disposed of Asset Debit Lease Apr

http://quizlet.com/5489627/tes 365 Failing to take proper care of or to give proper attention to Negligent Ledger Rent Debit

http://quizlet.com/5489627/tes 366 Decree; authoritative order Ordinance Balance Endorse Bounce

http://quizlet.com/5489627/tes 367 Money deposited in a bank Deposit Debit CEO Credit

http://quizlet.com/5489627/tes 368 When a retailer carries an item sold by another retailer Competition Capital Credit Capitalism

http://quizlet.com/5489627/tes 369

Markets, companies or corporations in which there are many buyers

but only one dominant seller Monopolies Endorse Deposit Mortgage

http://quizlet.com/5489627/tes 370 A business activity that changes assets, liabilities or owner's equity Transaction Competition Grace period Principal

http://quizlet.com/5489627/tes 371 Annual Percentage Rate Apr NSF Ceo LLC

http://quizlet.com/5489627/tes 372 Not sufficient funds (check) NSF LLC Ceo Apr

http://quizlet.com/5489627/tes 373 Yes, available n/a writing check ordinance principal routing number

http://quizlet.com/5489627/tes 374 A document showing credits and debits Statement Rent Interest Negligent

http://quizlet.com/5489627/tes 375 Approve; support; write one's signature on the back of Endorse Interest Lease Apr

http://quizlet.com/5489627/tes 376

An economic system in which individuals depend on supply and

demand and the profit margin to determine what to produce, how to

produce, how much to produce and for whom to produce. The

quest for improvement financially and materially motivates

consumers and producers Free enterprise system For deposit only Interest Grace period

http://quizlet.com/5489627/tes 377 An accounting entry acknowledging income or capital items Credit Rent Debit Ceo

http://quizlet.com/5489627/tes 379

Software application that allows the user to track expenses and

income, much like a checkbook Quicken Bounce Will Ceo

http://quizlet.com/5489627/tes 380 A person appointed by a testator to carry out the terms of the will Executor Debit Rent Ceo

http://quizlet.com/5489627/tes 381 A fixed charge for borrowing money Interest Statement Endorse Lease

http://quizlet.com/5489627/tes 382

Limited liability companies, formed under state law to provide the

owners with limited personal liability, single owner treated as a sole

proprietorship, multiple owner treated as a partnership, unless they

elect to be treated as a corporation LLC Apr NSF Ceo

http://quizlet.com/5489627/tes 383

A contract granting use or occupation of property during a specified

time for a specified payment Lease Ledger Ceo LLC

http://quizlet.com/5489627/tes 384 Compute credits and debits of an account Balance Bounce Lease Ordinance

http://quizlet.com/5489627/tes 385

An automatic loan made to you if you write a check for more money

than you have in your account Overdraft Protection Grace period Clearing period Transaction

http://quizlet.com/5489627/tes 386 Sign and write on back of check and goes into your account For deposit only Competition Deposit Capital

http://quizlet.com/5489627/tes 387

Waiting period, like a deductible in that small claims for short term

incapacitation are eliminated; may range from 30 days to 6 months Clearing period Grace period Capitalism Check number

http://quizlet.com/5489627/tes 388 The major party to a financial transaction at a stock exchange Principal Will Withdrawal Capital

http://quizlet.com/5489627/tes 389 Rebounding from an impact (or series of impacts) Bounce Void Balance Rent

http://quizlet.com/5489627/tes 390

A regular payment by a tenant to a landlord for use of some

property Rent Debit Apr Ceo

http://quizlet.com/5489627/tes 391 An accounting entry acknowledging sums that are owing Debit Deposit Rent Credit

http://quizlet.com/5489627/tes 392 A long-term loan extended to someone who buys property Mortgage Ordinance Bounce Lease

http://quizlet.com/5489627/tes 393 Bank number Routing number Check number Bank number Writing check

http://quizlet.com/5489627/tes 394 A company that is completely controlled by another company Subsidiary Quicken Capital Liability

http://quizlet.com/5489627/tes 395 Percent of votes needed for a bill to pass one house 51% NSF Apr LLC

http://quizlet.com/4532997/tes 396 This is one of the three most common types of customers just looking testimonial persuading selling

http://quizlet.com/4532997/tes 397

The "third party" method of handling a customer's objections

involves a testimonial personal signals emotional

http://quizlet.com/4532997/tes 398

"No, I'm just looking," is an expression which identifies the

\_\_\_\_\_\_\_\_ customer casual personal sale will

http://quizlet.com/4532997/tes 399

The marketing activity that occurs between and among middlemen

is called promotion product emotional prestige

http://quizlet.com/4532997/tes 400 \_\_\_\_\_\_\_\_ is the attitude consumers have toward the business Store image Prestige Technique Patronage

http://quizlet.com/4532997/tes 401

Fear, protection, appearance, recreation, recognition and variety are

just a few motives which dictate the \_\_\_\_\_\_\_\_ motive emotional testimonial personal promotion

http://quizlet.com/4532997/tes 402 Buying \_\_\_\_\_\_\_\_ are why customers buy signals sale nine casual

http://quizlet.com/4532997/tes 403 A successful person must \_\_\_\_\_\_\_\_ why customers act as they do understand personal prestige persuading

http://quizlet.com/4532997/tes 404 The salesperson's most important function is selling nine seldom media

http://quizlet.com/4532997/tes 405

Customers who prefer to buy from one business or store rather than

another have a \_\_\_\_\_\_\_\_ buying motive patronage product personal emotional

http://quizlet.com/4532997/tes 406

\_\_\_\_\_\_\_\_ is a feeling of being important and having influence and

control Prestige Nine Selling Sale

http://quizlet.com/4532997/tes 407 Employers expect sales people to practice good human relations promotion understand emotional

http://quizlet.com/4532997/tes 408 The last stage of the buying process is the sale will casual nine

http://quizlet.com/4532997/tes 409

A \_\_\_\_\_\_\_\_ is a visual tool used by business firms to promote

products and build goodwill product personal media patronage

http://quizlet.com/4532997/tes 410

In advertising, \_\_\_\_\_\_\_\_ is the name for the delivery system for

advertising media nine sale seldom

http://quizlet.com/4532997/tes 411 Selling skills can be very useful in your \_\_\_\_\_\_\_\_ life personal emotional casual patronage

http://quizlet.com/4532997/tes 412 Selling is the \_\_\_\_\_\_\_\_ of communicating effectively with people technique nine selling prestige

http://quizlet.com/4532997/tes 413

Selling involves \_\_\_\_\_\_\_\_ to accept your ideas, advice and

leadership persuading product selling personal

http://quizlet.com/4532997/tes 414 Products or services \_\_\_\_\_\_\_\_ appeal to only one buying motive seldom selling media sale

http://quizlet.com/4532997/tes 415 \_\_\_\_\_\_\_\_ steps are involved in the sales process Nine Sale Selling Will

http://quizlet.com/4532997/tes 416 \_\_\_\_\_\_\_\_ are the users of goods and services in our society Consumers Casual Signals Nine

http://cde.ff 2011 417 Sales prospecting is

an activity used to describe what

a salesperson does to identify

potential new accounts

not important

when you are

very busy and

meeting your

sales goal

is only

necessary when

you are a new

salesperson and

are developing

your customer

list

http://cde.ff 2011 418 Prospecting

should begin the first day you are

hired and continue throughout

your career

is no longer

necessary as

you prepare to

retire

is only practiced

by salespersons

who are

struggling to

build their client

list

all of the answers

listed

http://cde.ff 2011 419 Increasing market concentration means you are

gaining a larger percentage of

your customer's business

adding more

marketing

locations

focused on your

marketing

campaign

all of the answers

listed

http://cde.ff 2011 420

To effectively use your selling skills, you have to develop a sales

call plan

a sales call plan helps the

salesperson assemble account

information and think through a

logical step for the relationship or

sale to follow

that is detailed,

structured and

be sure you stick

to the plan

that is a detailed

road map so

that if you follow

the plan it will

result in a sale

none of the

answers listed

http://cde.ff 2011 421 Closed-ended questions are asked to

find out specific information from

the customer

find out if the

customer is

close-minded

learn about the

customer's

philosophy,

needs and

concerns end the sales call

http://cde.ff 2011 422

Selling involves direct and indirect responsibilities. Direct selling

responsibilities might include

pre-call planning and building

customer relationships

handling

complaints

collecting

accounts office work networking

http://cde.ff 2011 423 Indirect selling responsibilities might include handling complaints

pre-call planning

and building

customer

relationships closing the sale

making sales

presentations

http://cde.ff 2011 424

The three buyer types include relationship, economic and business.

A relationship buyer is predominately concerned about trust price

facts and

research

all of the answers

listed

http://cde.ff 2011 425 An economic buyer is predominately concerned about price

facts and

research trust

all of the answers

listed

http://cde.ff 2011 426 A business buyer is predominately concerned about facts and research trust price

all of the answers

listed

http://cde.ff 2011 427

There are five innovation adoption groups. This type of customer

makes up 2.5% of the buyers and is anxious to try an untried brand

or idea and is considered an innovator an early adopter an early majority a late majority a laggard

http://cde.ff 2011 429

Opinion leaders are respected by their peers for business success

and considered one of the best managers. They are considered

early adopters and high-profile Many times opinion leaders are

difficult to sell product because

may feel responsibility to their

community as strangers and do

not want to ruin their reputation

with too many foolish choices

have a strong

opinion and are

difficult to

convince to buy

they make up

their own mind

and don't like to

listen to sales

people

none of the

answers listed

http://cde.ff 2011 430

There are two types of value; tangible and intangible. An example

of a tangible value is

product safety or product

availability

pride in

ownership

status

associated with

ownership product image

http://cde.ff 2011 431 An example of an intangible value is product image

product safety or

product

availability

pride in

ownership

status associated

with ownership

http://cde.ff 2011 432 Common methods for segmenting customers is by all of the answers listed product use

demographics

(age, income

level, education)

buyer behavior

and value

structure

http://cde.ff 2011 433 Sales call planning is important for each sales call to

respect the customer by making

the best use of their time

convince your

supervisor that

you are staying

busy

make the best

use of your time

always get the

sale

http://cde.ff 2011 434 As a sales person you can create loyalty by

helping the customer choose a

product that consistently meets

their needs

always having

the lowest price

bringing a gift

each time you

come

sending

brochures

periodically

http://cde.ff 2011 435 After you ask for the sale it is important to

be quiet and let the customer

respond

continue to

provide data on

the products

remind them of

the product

value

keep describing

why they should

buy your product

all of the answers

listed

http://cde.ff 2011 436 After you get the order it is important to thank them and prepare to leave

continue to

describe the

product and its

benefits

stay for another

cup of coffee

try to sell them

another product

because they

must be in a

buying mood

all of the answers

listed

http://cde.ff 2011 437 A unique value bundle is all of the answers listed

a package of

goods and

services

designed to

meet the

customer’s

needs

unique to the

customer

variety of goods

and support

developed by the

salesperson to trim,

tuck and fit products

and services for the

highest customer

value

http://cde.ff 2011 438 Agriselling today can best be described as a

relationship-oriented and

technical-knowledge sales

strategy

sales-quotadriven

activity

based on

multiple visits

getting the sale

at any cost

product focused,

brand-oriented

sales strategy

http://cde.ff 2011 439

Sales people are considered to be problem solvers, influencers, and

facilitators. As a problem solver

The first responsibility is to

determine customer needs and

locate products, services and

information to help the customer

reach is business goals

You would

provide a wide

variety of

products to let

the customer

choose the

product they

want

You would

provide lots of

production and

technical

information for

the customer to

evaluate and

make their own

decision

You would send

customers

brochures and

promotions so

they can call and

order products

over the phone

all of the answers

listed

http://cde.ff 2011 440 As an influencer you

influence a decision by providing

technical and business

knowledge that helps the

customer fairly evaluate

alternatives

provide lots of

production and

technical

information to

allow the

customer to

evaluate and

make their own

decision

sends the

customers

brochures and

promotions so

they can call

and convince

them to order

the products

over the phone

determine needs

and locate

products,

services and

information to

help the

customer reach

its business

goals

http://cde.ff 2011 441 The agri-sales profession is characterized by the following

people with a Bachelor's degree

who average over 11 years with

the same employer

an even mix of

males and

females

people who stay

in the job less

than five years

because of high

burn out and

stress

people who are

trained in

agriculture but do

not have a

farming

background

all of the answers

listed

http://cde.ff 2010 442 Probing in sales calls can be all of the answers listed

asking openended

questions

asking closeended

questions

uncovering

hidden needs

http://cde.ff 2010 443

Successful and highly-regarded members of the agri-sales

profession are all of the answers listed ethical

honest about

their product's

benefits and

limitations

can be trusted on

and off the job

can be trusted to

keep their word

http://cde.ff 2010 444

There are three types of buyers, the Business buyer, the Economic

buyer and the Relationship buyer. Which buyer is most influenced

by human characteristics such as trust, personality, common style

and attitude? relationship buyer business buyer economic buyer

all of the answers

listed

http://cde.ff 2010 445

Which type of buyer is most influenced by price, convenience,

product characteristics, availability and time saving? economic buyer

relationship

buyer business buyer

all of the answers

listed

http://cde.ff 2010 446 A business buyer who refuses free products because

free seed could be the most

expensive seed planted if it

doesn't yield

may hurt the

feelings of his

current

salesperson

they might get

more free seed

if they use the

offer as

leverage against

the other

salesperson

they may feel

obligated to

purchase seed

next year

all of the answers

listed

http://cde.ff 2010 447

If you have product parity, in order to consistently sell to a customer

you should have better service new packaging

better marketing

campaigns better gifts a higher price

http://cde.ff 2010 448

When you begin your sales call and are greeting the customer, you

need to

say your name and who you

represent and greet each person

that is there

greet only the

person you are

there to see

greet each

person that is

there

talk down the

competitor

http://quizlet.com/5489627/tes 449 Negligent

failing to take proper care of or to

give proper attention to

a long-term loan

extended to

someone who

buys property

length of time

you have before

you start

accumulating

interest

percent of votes

needed for a bill

to pass one

house

http://quizlet.com/5489627/tes 450 Balance

compute credits and debits of an

account

money

deposited in a

bank

a document

showing credits

and debits

a group of

accounts

http://quizlet.com/5489627/tes 451 Mortgage

a long-term loan extended to

someone who buys property

an obligation to

pay money to

another party

percent of votes

needed for a bill

to pass one

house

a fixed charge for

borrowing money

http://quizlet.com/5489627/tes 452 Rent

a regular payment by a tenant to

a landlord for use of some

property

the major party

to a financial

transaction at a

stock exchange

a long-term loan

extended to

someone who

buys property

a person

appointed by a

testator to carry

out the terms of

the will

http://quizlet.com/5489627/tes 453 Free enterprise system

an economic system in which

individuals depend on supply

and demand and the profit

margin to determine what to

produce, how to produce, how

much to produce and for whom

to produce. The quest for

improvement financially and

materially motivates consumers

and producers

sign and write on

back of check

and goes into

your account

an economic

system based

on private

ownership of

capital

a company that

is completely

controlled by

another company

http://quizlet.com/5489627/tes 454 Bounce

rebounding from an impact (or

series of impacts)

a document

showing credits

and debits

an obligation to

pay money to

another party

the owners of a

limited liability

company

http://quizlet.com/5489627/tes 455 Check number

the numerals written or printed

on the upper right-hand corner of

a check

when a retailer

carries an item

sold by another

retailer

sign and write

on back of

check and goes

into your

account

numerals on the

lower left section

of a check

http://quizlet.com/5489627/tes 456 Business card

small publication (3 1/2 x 2

inches) containing information

such as name, title, business,

address, phone numbers, etc.

an accounting

entry

acknowledging

income or

capital items

a regular

payment by a

tenant to a

landlord for use

of some

property

an obligation to

pay money to

another party

http://quizlet.com/5489627/tes 457 51%

percent of votes needed for a bill

to pass one house

a fixed charge

for borrowing

money

a document

showing credits

and debits

compute credits

and debits of an

account

http://quizlet.com/5489627/tes 458 Subsidiary

a company that is completely

controlled by another company

an obligation to

pay money to

another party

when a retailer

carries an item

sold by another

retailer

the owners of a

limited liability

company

http://quizlet.com/5489627/tes 459 CEO Chief Executive Officer

Annual

Percentage Rate

Chief Economic

Officer

Chief Equality

Officer

http://quizlet.com/5489627/tes 460 Void declare invalid

rounded

fragments bank number declare valid

http://quizlet.com/5489627/tes 461 Capitalism

an economic system based on

private ownership of capital

an economic

system in which

individuals

depend on

supply and

demand and the

profit margin to

determine what

to produce, how

to produce, how

much to produce

and for whom to

produce. The

quest for

improvement

financially and

materially

motivates

consumers and

producers

rebounding from

an impact (or

series of

impacts)

an obligation to

pay money to

another party

http://quizlet.com/5489627/tes 462 Withdrawal

the removal of cash or another

asset from the business by the

owner for personal use

when a retailer

carries an item

sold by another

retailer

percent of votes

needed for a bill

to pass one

house

the numerals

written or printed

on the upper

right-hand corner

of a check

http://quizlet.com/5489627/tes 463 Routing number bank number 9 digits check number

rounded

fragments

http://quizlet.com/5489627/tes 464 Interest

a fixed charge for borrowing

money

a seat of

government

rounded

fragments declare invalid

http://quizlet.com/5489627/tes 465 Credit

an accounting entry

acknowledging income or capital

items

an obligation to

pay money to

another party

an accounting

entry

acknowledging

sums that are

owing

a document

showing credits

and debits

http://quizlet.com/5489627/tes 466 Monopolies

markets, companies or

corporations in which there are

many buyers but only one

dominant seller

when a retailer

carries an item

sold by another

retailer

percent of votes

needed for a bill

to pass one

house

a company that

is completely

controlled by

another company

http://quizlet.com/5489627/tes 467 LLC

limited liability companies,

formed under state law to

provide the owners with limited

personal liability, single owner

treated as a sole proprietorship,

multiple owner treated as a

partnership, unless they elect to

be treated as a corporation

the removal of

cash or another

asset from the

business by the

owner for

personal use

percent of votes

needed for a bill

to pass one

house

failing to take

proper care of or

to give proper

attention to

http://quizlet.com/5489627/tes 468 Quicken

software application that allows

the user to track expenses and

income, much like a checkbook

the numerals

written or printed

on the upper

right-hand

corner of a

check

a person

appointed by a

testator to carry

out the terms of

the will

an accounting

entry

acknowledging

income or capital

items

http://quizlet.com/5489627/tes 469 Principal

the major party to a financial

transaction at a stock exchange

a company that

is completely

controlled by

another

company

compute credits

and debits of an

account

the owners of a

limited liability

company

http://quizlet.com/5489627/tes 470 Clearing period

waiting period, like a deductible

in that small claims for short

term incapacitation are

eliminated; may range from 30

days to 6 months

an obligation to

pay money to

another party

failing to take

proper care of

or give proper

attention to

a person

appointed by a

testator to carry

out the terms of

the will

http://quizlet.com/5489627/tes 471 Liability

an obligation to pay money to

another party

borrow money

on your credit

card

a document

showing credits

and debits

a seat of

government

http://quizlet.com/5489627/tes 472 Grace period

length of time you have before

you start accumulating interest

an obligation to

pay money to

another party

a fixed charge

for borrowing

money

compute credits

and debits of an

account

http://quizlet.com/5489627/tes 473 Debit

an accounting entry

acknowledging sums that are

owing

an accounting

entry

acknowledging

income or

capital items

compute credits

and debits of an

account

a document

showing credits

and debits

http://quizlet.com/5489627/tes 474 Ledger a group of accounts

a seat of

government

an accounting

entry

acknowledging

sums that are

owing

an accounting

entry

acknowledging

income or capital

items

http://quizlet.com/5489627/tes 475 Endorse

approve; support; write one's

signature on the back of

money

deposited in a

bank

decree;

authoritative

order

an obligation to

pay money to

another party

http://quizlet.com/5489627/tes 476 Will

a legal document declaring a

person's wishes regarding the

disposal of their property when

they die

a regular

payment by a

tenant to a

landlord for use

of some property

a person

appointed by a

testator to carry

out the terms of

the will

approve;

support; write

one's signature

on the back of

http://quizlet.com/5489627/tes 477 Minimum payment

the smallest required payment

that a credit card holder can pay

on a monthly bill and still remain

in good standing with the lender

a regular

payment by a

tenant to a

landlord for use

of some property

the major party

to a financial

transaction at a

stock exchange

when a retailer

carries an item

sold by another

retailer

http://quizlet.com/5489627/tes 478 Sherman anti trust act

first federal action against

monopolies; it was signed into

law by Harrison and was

extensively used by Theodore

Roosevelt for trust-busting.

However, it was initially misused

against labor unions.

an economic

system based

on private

ownership of

capital

an economic

system in which

individuals

depend on

supply and

demand and the

profit margin to

determine what

to produce, how

to produce, how

much to

produce and for

whom to

produce. The

quest for

improvement

financially and

materially

motivates

consumers and

producers

a person

appointed by a

testator to carry

out the terms of

the will

http://quizlet.com/5489627/tes 479 NSF Not sufficient funds (check)

a seat of

government

Annual

percentage rate No such funds

http://quizlet.com/5489627/tes 480 Overdraft Protection

an automatic loan made to you if

you write a check for more

money than you have in your

account

sign and write on

back of check

and goes into

your account

a company that

is completely

controlled by

another

company

percent of votes

needed for a bill

to pass one

house

http://quizlet.com/5489627/tes 481 Transaction

a business activity that changes

assets, liabilities or owner's

equity

an economic

system based

on private

ownership of

capital

compute credits

and debits of an

account

an obligation to

pay money to

another party

http://quizlet.com/5489627/tes 482 Cash advance

borrow money on your credit

card

money

deposited in a

bank Bank number

rounded

fragments

http://quizlet.com/5489627/tes 483 Executor

a person appointed by a testator

to carry out the terms of the will

a regular

payment by a

tenant to a

landlord for use

of some property

a long-term loan

extended to

someone who

buys property

an economic

system based on

private

ownership of

capital

http://quizlet.com/5489627/tes 484 Asset

anything owned that is of value

and can be sold or otherwise

disposed of

failing to take

proper care of or

to give proper

attention to

a company that

is completely

controlled by

another

company

when a retailer

carries an item

sold by another

retailer

http://quizlet.com/4532997/tes 485 Prestige

\_\_\_\_\_\_\_\_ is a feeling of being

important and having influence

and control

\_\_\_\_\_\_\_\_ steps

are involved in

the sales

process

\_\_\_\_\_\_\_\_ is the

attitude toward

the business

\_\_\_\_\_\_\_\_ are

the users of

goods and

devices in our

society

http://quizlet.com/4532997/tes 486 Store image

\_\_\_\_\_\_\_\_ is the attitude

consumers have toward the

business

\_\_\_\_\_\_\_\_ steps

are involved in

the sales

process

\_\_\_\_\_\_\_\_\_ are

the users of

good and

devices in our

society

Buying \_\_\_\_\_\_\_\_

are why

customers buy

http://quizlet.com/4532997/tes 487 Signals

Buying \_\_\_\_\_\_\_\_ are why

customers buy

\_\_\_\_\_\_\_\_ steps

are involved in

the sales

process

\_\_\_\_\_\_\_\_ is the

attitude toward

the business

A successful

person

\_\_\_\_\_\_\_\_\_ why

customers act as

they do

http://quizlet.com/4532997/tes 488 Emotional

Fear, protection, appearance,

recreation, recognition and

variety are just a few motives

which dictate the \_\_\_\_\_\_\_\_

motive

Products or

services

\_\_\_\_\_\_\_\_

appeal to only

one buying

motive

\_\_\_\_\_\_\_\_ are

the users of

goods and

devices in our

society

\_\_\_\_\_\_\_\_ is a

feeling of being

important and

having influence

and control

http://quizlet.com/4532997/tes 489 Understand

A successful person must

\_\_\_\_\_\_\_\_ why customers act as

they do

This is one of

the three most

common types

of customers

Buying

\_\_\_\_\_\_\_\_ are

why customers

buy

Products or

services

\_\_\_\_\_\_\_\_ appeal

to only one

buying motive

http://quizlet.com/4532997/tes 490 Seldom

Products or services \_\_\_\_\_\_\_\_

appeal to only one buying motive

\_\_\_\_\_\_\_\_\_

steps are

involved in the

sales process

Employers

expect sales

people to

practice good

\_\_\_\_\_\_\_\_

Buying \_\_\_\_\_\_\_\_

are why

customers buy

http://quizlet.com/4532997/tes 491 Nine

\_\_\_\_\_\_\_\_ steps are involved in

the sales process

\_\_\_\_\_\_\_\_ are

the users of

goods and

devices in our

society

\_\_\_\_\_\_\_\_ is the

attitude toward

the business

Buying \_\_\_\_\_\_\_\_

are why

customers buy

http://quizlet.com/4532997/tes 492 Product

A \_\_\_\_\_\_\_\_ is a visual tool used

by business firms to promote

products and build goodwill

\_\_\_\_\_\_\_\_ is a

feeling of being

important and

having influence

and control

\_\_\_\_\_\_\_\_ is the

attitude toward

the business

\_\_\_\_\_\_\_\_ are

the users of

goods and

devices in our

society

http://quizlet.com/4532997/tes 493 Media

In advertising, \_\_\_\_\_\_\_\_ is the

name for the delivery system for

advertising

\_\_\_\_\_\_\_\_ is the

attitude

consumers have

toward the

business

Buying

\_\_\_\_\_\_\_\_ are

why customers

buy

\_\_\_\_\_\_\_\_ steps

are involved in

the sales

process

http://quizlet.com/4532997/tes 494 Human relations

Employers expect sales people

to practice good \_\_\_\_\_\_\_\_

The last stage of

the buying

process is the

\_\_\_\_\_\_\_\_

The sales

person's most

important

function is

\_\_\_\_\_\_\_\_

This is one of the

three most

common types of

customers

http://quizlet.com/4532997/tes 495 Sale

The last stage of the buying

process is the \_\_\_\_\_\_\_\_

The sales

person's most

important

function is the

\_\_\_\_\_\_\_\_

Employers

expect sales

people to

practice good

\_\_\_\_\_\_\_\_

Selling skills can

be very useful in

your \_\_\_\_\_\_\_\_

life

http://quizlet.com/4532997/tes 496 Persuading

Selling involves \_\_\_\_\_\_\_\_ to

accept your ideas, advice and

leadership

Selling is the

\_\_\_\_\_\_\_\_ of

communicating

effectively with

people

Selling skills can

be very useful in

your \_\_\_\_\_\_\_\_

life

Buying \_\_\_\_\_\_\_\_

are why

customers buy

http://quizlet.com/4532997/tes 497 Just looking

This is one of the three most

common types of customers

\_\_\_\_\_\_\_\_ is the

attitude

consumers have

toward the

business

The last stage

of the buying

process is the

\_\_\_\_\_\_\_\_\_

Buying \_\_\_\_\_\_\_\_

are why

customers buy

http://quizlet.com/4532997/tes 498 Selling

The sales person's most

important function is \_\_\_\_\_\_\_\_

The last stage of

the buying

process is the

\_\_\_\_\_\_\_\_

Employers

expect sales

people to

practice good

\_\_\_\_\_\_\_\_

Buying and

\_\_\_\_\_\_\_\_ are

why customers

buy

http://quizlet.com/4532997/tes 499 Technique

Selling is the \_\_\_\_\_\_\_\_ of

communicating effectively with

people

\_\_\_\_\_\_\_\_ are

the users of

goods and

devices in our

society

Buying

\_\_\_\_\_\_\_\_ are

why customers

buy

Selling skills can

be very useful in

your \_\_\_\_\_\_\_\_

life

http://quizlet.com/4532997/tes 500 Patronage

Customers who prefer to buy

from one business or store

rather than another have a

\_\_\_\_\_\_\_\_ buying motive

Employers

expect sales

people to

practice good

\_\_\_\_\_\_\_\_

Products or

services

\_\_\_\_\_\_\_\_

appeal to only

one buying

motive

The last stage of

the buying

process is the

\_\_\_\_\_\_\_\_.

http://quizlet.com/4532997/tes 501 Personal

Selling skills can be very useful

in your \_\_\_\_\_\_\_\_ life

Employers

expect sales

people to

practice good

\_\_\_\_\_\_\_\_ skills

The last stage

of the buying

process is the

\_\_\_\_\_\_\_\_\_

stage

Buying \_\_\_\_\_\_\_\_

are why

customers buy

http://quizlet.com/4532997/tes 502 Casual

"No, I'm just looking," is an

expression which identifies the

\_\_\_\_\_\_\_\_ customer

The last stage of

the buying

process is the

\_\_\_\_\_\_\_\_

Employers

expect sales

people to

practice good

\_\_\_\_\_\_\_\_

The sales

person's most

important

function is

\_\_\_\_\_\_\_\_

http://quizlet.com/4532997/tes 503 Testimonial

The "third party" method of

handling a customer's objections

involves a \_\_\_\_\_\_\_\_

The last stage of

the buying

process is the

\_\_\_\_\_\_\_\_

The sales

person's most

important

function is their

\_\_\_\_\_\_\_\_

The marketing

activity that

occurs between

and among

middlemen is

called \_\_\_\_\_\_\_\_

http://quizlet.com/4532997/tes 504 Consumers

\_\_\_\_\_\_\_\_ are the users of goods

and devices in our society

\_\_\_\_\_\_\_\_ steps

are involved in

the sales

process

\_\_\_\_\_\_\_\_ is the

attitude toward

the business

Buying \_\_\_\_\_\_\_\_

are why

customers buy

NFFA 2011 505

A successful salesperson has developed some successful skills

sets. These should include all of the answers listed

understanding

the company's

sales manual

understanding

buyer behavior

understanding

customer's cost

structure

NFFA 2011 506 "Shall I start to write up the order?" This is an example of a close.

an open ended

question. a trial close.

none of the

answers listed

NFFA 2011 507

Classifying a buyer is important. Often this can be done by type of

buyer or buying style. Examples of buyer type are as follows: Economic, General or Personal

Relationship,

Economic or

Business

Personal,

Corporate or

Business

Personal,

General or

Specific

NFFA 2011 508

Which of the following skills do great salespeople develop over

time?

Becoming more comfortable with

the sales presentation

Becoming a

good listener

Becoming an

excellent public

speaker

all of the answers

listed

NFFA 2011 509 The purpose of probing is identify customer needs

confirm

appointment

identify past

sales history

to assist with a

trial close

NFFA 2011 510 The most common error that inexperienced salespeople make is failure to ask for sale

over-reliance on

brochures

failure to

introduce

themselves

over-reliance on

technology

NFFA 2011 511 Types of questions a salesperson may use in a presentation include

open, closed, clarifying and

confirming

deferred,

indirect, closed

and pointed

open, pointed,

direct and

confirming

closed,

awarenessdeveloping,

clarifying and

indirect

NFFA 2011 512

In all sales presentations there is a point called a transition, when

the call changes from all of the answers listed passive to active

problems to

solutions

listening to

talking

NFFA 2011 513

In sales, which of the following cues is often overlooked by

salespeople? body language objections appearance questions

NFFA 2011 514

When talking to 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 objection a feature a prospect

a rapport building

topic

NFFA 2011 518 What is a closed-ended question?

How many units do you

produce?

How will you

decide which

product to

purchase?

Would you

prefer the basic

or deluxe

model?

How long have

you been

farming?

NFFA 2011 519 What is a choice close?

Would you prefer the basic or

deluxe model?

How many units

do you produce?

How will you

decide which

product to

purchase?

How long have

you been

farming?

NFFA 2011 520

Robert Townsend is a buyer for Grassland Links, an area golf

course. He expresses concerns about whether the mower height of

the lawn equipment you sell can be adjusted to the height they

need. This concern is an example of a/an objection. rapport. benefit.

none of the

answers listed

NFFA 2011 521 What skills should a successful salesperson have? all of the answers listed

communication

skills

product

knowledge

ability to build

rapport

NFFA 2012 522

Mary sells horse feed that has been balanced for Amino Acids to

keep the correct balance in the animal. This allows the horse to

recover faster after exercise and grow more efficiently.

Balanced Amino Acids are a \_\_\_\_\_\_\_\_ of the product: Feature Value Benefit Trial Close

NFFA 2012 523

Mary sells horse feed that has been balanced for Amino Acids to

keep the correct balance in the animal. This allows the horse to

recover faster after exercise and grow more efficiently.

Faster recovery and efficient growth are \_\_\_\_\_\_\_\_ of the product. Benefit Trial Close Feature Value

NFFA 2012 524

Mary sells horse feed that has been balanced for Amino Acids to

keep the correct balance in the animal. This allows the horse to

recover faster after exercise and grow more efficiently.

Troy asks if he can deliver 40 bags of feed in the morning. This is

an example of \_\_\_\_\_\_\_\_ A close. Building rapport. Probing.

Open-ended

Question.

NFFA 2012 525

A customer asks for you to give him a small discount on the product

price and your sales management has not authorized any discounts.

You feel this customer can be a long term customer. What do you

do? Call your supervisor

Tell them there

are no discounts

Give them the

discount

Take the

discount out of

your commission