



2017
Kentucky FFA Regional
Agricultural Sales
Career Development Event

Multiple Choice (20 questions, 100 points)

Choose the best answer and mark the appropriate box **on the score sheet**.
There is only one correct answer to each question. Each question is worth five (5) points.

TEST # _____

DO NOT REMOVE THIS EXAM FROM THE EXAM ROOM

DO NOT WRITE ON THIS EXAM

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1. Three examples of customer approaches include:
 - a. Self-introduction, Sales control, and Merchandise
 - b. Merchandise, Welcome, and Service
 - c. Sales control, Service, and Merchandise
 - d. Self-introduction, Service, and Welcome
 - e. None of the above are correct

2. In a Feature-Benefit sales presentation, the first step is to qualify the customer. What does this entail?
 - a. Telling the likes about a product or service
 - b. Closing the sale
 - c. Talking about the benefits to the customer
 - d. Asking questions of the customer
 - e. All of the above

3. What type of goals should be included in a marketing plan?
 - a. Long and short term goals
 - b. Corporate revenue goals
 - c. Competitors' goals
 - d. Long term goals
 - e. Short term goals

4. An angry customer may best be calmed if the salesperson's voice sounds:
 - a. Empathetic
 - b. Sympathetic
 - c. Confident
 - d. Patient
 - e. Condescending

5. This type of sales promotion would be considered the most difficult:
 - a. Contests
 - b. Displays
 - c. Coupons, rebates
 - d. Sweepstakes
 - e. None of the above

6. How many rules are there to follow in building effective interior displays?
 - a. 6
 - b. 7
 - c. 4
 - d. 5
 - e. 10

7. Using the following information, compute the net profit to a store when one, two, and three shirts are sold during the same transaction: Cost of shirt: \$14.00 Retail price of shirt: \$21.00 Operating expenses: \$4.25
 - a. \$2.75, \$5.50, \$8.25
 - b. \$2.75, \$4.25, \$16.75
 - c. \$2.75, \$16.75, \$44.75
 - d. \$2.75, \$9.75, \$16.75

8. What are some questions an effective salesperson should answer before a face-to-face appointment?
 - a. When is the next company sales goal meeting?
 - b. What do I know about my prospect?
 - c. What is my objective with this appointment?
 - d. A, B, and C
 - e. A and B only
 - f. B and C only

9. Which best characterizes the steps of the buying process?
 - a. Attention, interest, desire, conviction, action
 - b. Interest, attention, desire, conviction, action
 - c. Desire, interest, attention, conviction, action
 - d. Action, attention, interest, desire, conviction

10. A compelling way to help establish urgency with a prospect is with:
 - a. Consistent encouragement
 - b. Potential stock clearance
 - c. Aggressive advertising
 - d. Silence

11. Open-ended questions:
 - a. Can be answered with “yes” or “no”
 - b. Begin with what, how, and why
 - c. Are answered with simple statements of fact
 - d. Are least effective in establishing rapport

12. Objections that are easy to overcome during a sale today include:
 - a. This prospect is not the decision maker
 - b. The prospect does not like the salesperson personally
 - c. There is no money
 - d. Not seeing an immediate benefit from the product

13. Asking questions of the customer
 - a. Makes the salesperson seem ignorant
 - b. Distracts the customer from their sales decision
 - c. Can bring the customers needs and desires to the open
 - d. All of the above

14. When taking telephone messages, your message should include:
 - a. Name of person who is being called.
 - b. Date, time of call, and your name or initials.
 - c. Action to be taken, such as call back.
 - d. All of the above.
 - e. None of the above, it’s better to just have them call back later when the person is there

15. Which of the following are examples of closes?
 - a. Which would you prefer, the red or blue?
 - b. Please sign here so we can start you on the plan today.
 - c. Would you like to be billed on the 1st or the 15th?
 - d. Should we ship this to your office or another site?
 - e. All of the above

16. “Are you in the middle of something urgent?” is a prime example of:
- Starting the face-to-face interview
 - Defrosting a telephone cold call
 - Establishing rapport
 - Finding a prospect
 - None of the above
17. Which function(s) is/are part of the sales process?
- Welcome customers
 - Explaining how product features can benefit customers
 - Asking the customer to buy
 - All of the above
 - A & B only
18. Selling skills can be useful in a person’s _____ life:
- Personal
 - Business
 - Academic
 - Extracurricular
19. The best way to handle a difficult customer is to:
- Let the customer talk through their anger
 - Speak back to the customer the way he/she speaks to you
 - Become distant and less communicative
 - Disarm the customer by challenging them
 - All of these
20. Which of the following is not an element of a closing demonstration?
- Focuses on customer benefits previously identified in the sales presentation
 - Gives solid proof of the worth of the benefits demonstrated
 - Uses visual aids to enhance the sales process and give prospects a vision of worth of a product being sold
 - Assesses the prospect’s feelings about what he or she has been shown and told
 - Focuses on price of the product or service being presented