2023 Kentucky State Ag Sales CDE Exam

You have 30 minutes to take the 25-question exam.  You cannot use any notes, nor browser for this exam.  The questions are in random order.  Please read the question carefully.

Locked mode is on. Only respondents using managed Chromebooks can open this quiz.

Chapter Name, Last Name, First Name

1. Which of the following is an example of a softening tool used to build rapport with potential customers in an introductory letter?
   1. **Including three or more product benefits**
   2. Using a "take away" strategy
   3. Sharing two or three problems with the competition
   4. All of the above
2. In Maslow's Hierarchy of Human needs, most sales professionals are acting on which needs?
   1. Self-actualization and self-esteem
   2. Self-actualization and security
   3. Security and physiological needs
   4. **Self-esteem and social acceptance**
3. When a sales presentation is made properly, the natural conclusion to the transaction is
   1. Set the follow-up meeting
   2. Complete all paperwork
   3. **Close the sale**
   4. Set up an appointment for another presentation
4. There are four components of the sales process, which is not a part of the process?
   1. **Negotiating the purchase price**
   2. Closing the sale
   3. Greeting the customer
   4. Review and evaluate the benefits and features
5. Finding new customers is a process termed?
   1. Aggressive selling
   2. Recruiting
   3. Telephone contacting
   4. **Prospecting**
6. The best way to avoid upsetting the customer is
   1. Promising them whatever they want even if you can't deliver
   2. Giving them a flippant reply
   3. Questioning the customer
   4. **Listening carefully and meeting the customers needs**
7. The most important skill in closing is:
   1. **Understanding the customer**
   2. Knowing everything about the product
   3. Your commission check
   4. Putting some pressure on the customer to buy your product
8. Which of the following strategies best demonstrate the use of the "Law of Psychological Reciprocity"?
   1. Psychological Salesmanship
   2. Hard Closing
   3. Light Probing
   4. **Active Listening**
9. You are at a trade show, a customer walks up to discuss their negative opinions of your company's products.  What is the best method to deal with the negative opinions?
   1. Tell the customer you are sorry and it will never happen again
   2. Ignore the problem, they will walk away
   3. **Deal with the problem directly**
   4. Tell the customer to chill and relax, it will all work out.
10. Why would a salesperson use a 'take away' transition in a sales presentation?
    1. It gives the customer something of monetary value to take with them
    2. **It helps transition for the rapport-building state to the in-depth probing stage**
    3. It helps the salesperson to transition directly to the close
    4. It provides an opportunity for the salesperson to give a large amount of information
11. Market research is a key aspect of which point in the buying process?
    1. **Information gathering**
    2. Post-Purchase review
    3. Surveying
    4. Sales Presentation
12. An action plan includes which of 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. Precision, promulgation, targeting, and transfer
13. When all the elements of a sales display seem to blend harmoniously together, it is said to be in
    1. Balance
    2. **Harmony**
    3. Proportion
    4. Rhythm
14. Many companies use the following system to determine if the market segment can be profitably served by their company.
    1. SWAP Analysis
    2. **SWOT Analysis**
    3. TRIO Analysis
    4. SALE Analysis
15. The unique way in which a firm combines its product, price, promotion, and place strategies to appeal to its customers is called
    1. **Marketing mix**
    2. Marketing
    3. The four P's
    4. Merging strategies
16. If you make an error as a salesperson, you should
    1. Never tell the customer
    2. **Be honest with the customer**
    3. Transfer the issue to customer service
    4. Ask your boss what to do
17. What does POP stand for in sales?
    1. Proof of Purchase
    2. Practice of Purchasing
    3. Point of Placement
    4. **Point of Purchase**
18. In maintaining control of the sale, what is a good way to do this?
    1. Don't waste much time moving fast
    2. Do not allow the customer to talk about their family
    3. Uncover the prospect's basic needs through in-depth probing
    4. **Use a provocative question and takeaway transition together**
19. One of the biggest traps in using provocative question with a prospect is called
    1. **Product or Service Trap**
    2. Close or Go Hungry Trap
    3. Indirect Sales and Service Trap
    4. Customer Service Trap
20. What is one strategy that can be used to rephrase and redirect questions to maintain control during a sales presentation?
    1. Dual Involvement Theory
    2. Mutual Benefit Theory
    3. **Mutual Reward Theory**
    4. Mutual Respect Theory
21. Suggestive selling is
    1. Thanking the customer
    2. Moving the customer away from an objection
    3. **Offering an additional item that goes with the item purchased**
    4. Offering customer credit for providing a referral
22. Cool calling is
    1. When a salesperson calls on the prospect without an appointment
    2. **Meeting prospect who have been referred by current customers**
    3. Greeting the new customer with a cool intro
    4. None of the above
23. Buyers remorse is an example of which of the following phenomena?
    1. Sales memory
    2. **Cognitive dissonance**
    3. Physiological reaction
    4. Post-sales reaction
24. Most of the features and benefits of the products should be presented?
    1. In the marketing materials found online
    2. At the beginning of the sales presentation
    3. Immediately after a trial close
    4. **After the prospect has indicated the product or service will meet specific needs**
25. What should a salesperson do when a customer says, I need to think about it?
    1. Use a takeaway strategy
    2. Tell the prospect that you will come back next week
    3. **Continue to probe for the underlying objection**
    4. Tell the prospect that it is a good idea to think about it.