



2024 SMSU Ag Bowl Scholarship Invitational

Ag Sales Written Exam

1. An effective sales call requires:
 - A. Planning and knowledge about your products, customers, and competitors.
 - B. Having an opening statement to get the discussion started and see where it goes from there.
 - C. Anticipating customer concerns or complaints and knowing how to move the discussion away from the concern and back to your product.
 - D. Try to have an answer to every question although it may not be right.
 - E. B, C, D.

2. What explanation best describes what Sales penetration means:
 - A. The distance you have moved into the neighboring salespersons' territory.
 - B. The proportion of each customer's business that you or your company sells for a particular product or service.
 - C. The proportion of the market that is controlled by a company, business, or individual.
 - D. The proportion of sales made toward your sales target.
 - E. The proportion of all customers that you or your company sells of a particular product or service.

3. What type of buyer expects the salesperson to be a trusted advisor that will look out for their best interest?
 - A. Economic buyer

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- A. Business buyer
- B. Relationship buyer
- C. Convenience buyer
- D. Price buyer

4. Cross sell is a sales term used to describe:

- A. The ability to use the product in conjunction with a competitor's product.
- B. Selling an over-the-counter product during an on-the farm visit.
- C. Selling in a two-way conversation between the customer and the salesperson.
- D. The proportion of each customer's business captured by a company or product.
- E. A strategy to sell a second product or service to a customer after a first is bought.

5. As a salesperson you are concerned about the market share in your sales area. Your sales goal is to achieve 25% market share. To reach 25% market share you would have to sell:

- A. 50% of the customers, 50% of their needs.
- B. 25% of the customers, 25% of their needs.
- C. 70% of the customers, 70% of their needs.
- D. 100% of the customers, 100% of their needs.
- E. 10% of the customers, 40% of their needs.

6. What is the process for handling objections:

- A. Listen, restate, ask for more information, handle.
- B. Defend, review, clarify, defer.
- C. Listen, redirect, look for application errors, defer.

- D. Listen, review, explore for competitive product failure causes, defer.
- E. None of the above.

7. An example of a positive verbal buying signals is:

- A. A customer says they are happy with their current supplier.
- B. A customer says, "your price is too high".
- C. A customer brings up a past complaint with your product or supplier.
- D. A customer tells you the last time he stopped in the dealership nobody even offered them a cup of coffee or a snack.
- E. A customer asks about delivery and availability.

8. What definition best describes Market Intelligence:

- A. A percentage of the market that is controlled by a company, business, or individual.
- B. Knowledge about the existing market and the trends in the marketplace may come from formal research or informal sources.
- C. The planning process that analyses the market, identifies opportunities and develops tactical approaches to achieving goals.
- D. Increasing the number of customers who buy a product.
- E. The complete set of activities involved in marketing: Product, Price, Place, Promotion, and People as they relate to a specific product or service.

9. DISC is an acronym used to describe:

- A. A personal work style analysis which divides behavior into four categories. Dominance, Influence, Steadiness, and Compliance.

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- B. A tillage tool for preparing the soil.
- C. The percentage discount in a sales brochure or advertisement announcing an upcoming sale.
- D. Chart describing the discount structure for customer's purchases.
- E. A reference to a popular pesticide that is often used.

10. A unique value bundle:

- A. It is a mix of products bundled in a package to sell a large amount of inventory.
- B. It is a bundle of products focused on making more money per product.
- C. It is a combination of goods and services bundled specifically to meet the customer's needs.
- D. It is a package of products that can be stacked at the end of an aisle.
- E. All the above

11. As an agricultural sales professional your primary responsibility is:

- A. Exceed company sales goals to make the most commission and money.
- B. Set a schedule that best fits your lifestyle so you can enjoy a great work/life balance.
- C. Sell a different variety of products to lower your companies' excess inventory.
- D. Bring solutions and products that address your customer's business problems.
- E. Prepare a sales pitch that focuses on product and go sell your quota.

12. What would be an example of a closed-ended question:

- A. How many hogs do you market each year?

- B. What do you expect from a corn variety?
- C. What are you looking for in a supplier?
- D. What will your operation look like in 8 years?
- E. What strategies do you use to select a new enterprise for your personal operation?

13. As an ag sales professional you want to develop relationships based on trust. Building trust includes:

- A. Demonstrating credibility and empathy.
- B. Having an answer to every question and situation immediately.
- C. Not worrying about having the answer to questions just make sure you tell them that you will have to get back to them on that.
- D. Feeling sorry for them and trying to make up for it with a discount on their next order.
- E. Selling them the most product to increase you sales.

14. When should you close a sales call?

- A. Whenever it is appropriate, and all questions have been answered.
- B. After you have presented all the material and told the customer what they should buy.
- C. After you have told the whole story about your farming career.
- D. After you have explained your performance awards.
- E. All the above.

15. Market share is a sales term used to describe:

- A. Distance you have moved in to the neighboring sales person's or competitor's territory.
- B. A proportion of each customer's business captured by a company or product.

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- C. A proportion of all customers a particular product or company sells.
- D. The proportion of the market that is control by a company, business, or individual.
- E. The proportion of sales made toward your sales target.

16. When meeting with a prospect you ask many open-ended questions to:

- A. Build a relationship
- B. Uncover needs, opportunities, and values
- C. Present a solution or Value Bundle specific to customer's needs
- D. Answering questions and overcoming objections
- E. Closing the sale and following up

17. Increasing market concentration means you are:

- A. Focused on your marketing campaign
- B. Gaining a larger % of your customers business
- C. Adding more marketing locations
- D. All of the above
- E. Making a larger profit

18. A probing question is used to:

- A. Find out details about their latest equipment purchases.
- B. Learn about the latest crop growth in the area.
- C. Learn who is buying from the competitor and why.

- D. Help move into use of open-ended and closed-ended questions to uncover needs for the farmer.
- E. Find out how much money they would be willing to spend on your product.

19. To effectively bring a solution to a customer you must be:

- A. Up on the latest trends and show how your product meets the latest fad.
- B. Well educated and up to date with the industry so you can organize and present the information to help the customer make the best decision.
- C. Ready to talk about your education, subject knowledge, and latest achievements to prove your credibility.
- D. Read and share the latest magazine article that promotes the need for your product.
- E. Join the local business association to build friendships, relationships and leads.

20. Closing the sale means:

- A. Thanking them for their time and wishing them a safe day.
- B. Saying I know you are busy so I will get out of your hair.
- C. Asking for the sale, and then patiently wait for the customer's response.
- D. Ask for the sale and avoiding awkward moments by beginning to talk after 5 seconds of customer silence.
- E. Presenting another product after they agree to buy the first one.

21. A customer that expects a very competitive price, is not willing to pay for service, and relies on his/her own information to buy:

- A. An impulse buyer

- B. An emotional buyer
- C. A relationship buyer
- D. A business buyer
- E. An economic buyer

22. As a salesperson you have both Direct and Indirect selling responsibilities. Direct sales responsibilities include:

- A. Prospecting and pre-call planning
- B. Maintaining customer relations
- C. Handling complaints
- D. Collecting accounts
- E. Market Intelligence

23. Intangible value products:

- A. Are hard to measure objectively.
- B. Have real value and are easily measured.
- C. Are often associated with prestige or status.
- D. Might be associated with a high price tag or have the latest technology.
- E. A and C.

24. Which of the following is the best advice when selling against your competition?

- A. Always ignore competitors unless your products are better.
- B. Never speak poorly of the competition.

- C. Always present your price as favorable compared to your competition.
- D. Show how the features and benefits of your product give value.
- E. Suggest that their products contain illegal contaminants.

25. The best definition of marketing is:

- A. A system to sell the product so sales people are less important.
- B. A system to help sales people sell larger volume at the lowest price possible.
- C. A system to degrade the competitors product.
- D. A system for identifying and satisfying customer needs and wants profitably.
- E. A system to help achieve the next quarters sales goals.

26. Buyer's remorse is the period of time immediately following the purchase. The sales person has an opportunity and responsibility to support the customer during the post-purchase period to sustain their business.

- A. True
- B. False

27. Non-verbal buying signals are actions that indicate a customer is ready to buy. (True or False)

- A. True
- B. False

28. When conducting the sales call you need to provide all the product details and information before asking for the sale.

- A. True
- B. False

29. As a salesperson you play a key role in delivering value to the customer. Product knowledge is the most important attribute the salesperson brings to the customer.

- A. True
- B. False

30. Effective salespeople close many times during the sales process.

- A. True
- B. False