

1. To meet the needs of a customer you should:
  - a. Prove why they need the product
  - b. Convince them that your product is the answer to their needs and why
  - c. Focus on selling the products that will make you and your company the most money
  - d. **Listen and help them focus on their needs and finding a solution to them**
  
2. What is a pitfall of veteran sales people
  - a. They are so well organized that they provide great focus and attention to each sales call so they can help each customer
  - b. They have learned to listen to what the customer needs and provide a solution for their needs
  - c. **They have a great book of business and they stop prospecting**
  - d. They develop pre-call plans for each customer specific to their needs
  
3. Prospecting is a term used in sales when:
  - a. You are trying to discover a new marketing campaign
  - b. Mining for gold
  - c. Trying to discover a new marketing campaign
  - d. **You are trying to find new customers**
  
4. Which of the building blocks of professional selling is the foundation where the sales professional's review board is the customer base?
  - a. Set of scientific principles
  - b. **Code of ethics**
  - c. Common language
  - d. Systemic procedures
  
5. Which of the building blocks is concerned with understanding special words used in the industry?
  - a. Systemic procedures
  - b. Body of knowledge
  - c. **Common language**
  - d. Code of ethics

6. Which of the following is an indirect sales responsibility
- a. Closing the sale
  - b. Building relationships
  - c. Making sales presentations
  - d. **Collecting accounts**
7. Market share is a term used to describe
- a. **Proportion of the market that is controlled by a company business or individual.**
  - b. Proportion of product in a bundle to meet the company goals
  - c. Proportion of each customer's business that purchase the product
  - d. Proportion of the sales made toward your sales target.
8. Market strategy is:
- a. The complete set of activities involved in marketing: product, price, place, promotion, and people as they related to a specific product or service.
  - 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
9. There are verbal and non-verbal buying signals. Which is a negative non-verbal buying signal?
- a. Looking a check book
  - b. **Avoiding eye contact**
  - c. reaching for a price or order book
  - d. Leaning into the conversation
10. To be a career long successful ag sales professional you main motivation must:
- a. **Want and enjoy helping people**
  - b. Focus first on selling your product and meeting you goals

- c. Stay one step ahead of your customers and promote your newest products
- d. Make sure you works the programs to meet sales goals and commissions

11. When a customer has a question or objection you should

- a. Consider it a personal attack towards you or your company
- b. Realize the customer is giving you a chance to talk about you value as a sales person
- c. Listen carefully to the question comment or objection before responding
- d. **B and C**

12. Preparing for objections

- a. Four or five objection usually make up 80% of the objection's salespeople hear so be prepared to answer the main objections
- b. Always accept the objection as valid in the customer's mind. Be sure to treat it seriously
- c. Accept blame for misunderstanding
- d. **All of the above**

13. "why wouldn't I just stay with my current supplier" is an example of

- a. Excuse
- b. Objection
- c. **Question**

14. "I want to think about it is an example of

- a. **Excuse**
- b. Objection
- c. Question

15. An example of an open-ended question is:

- a. How many hogs do you market each year?
- b. **What do you expect from a soybean variety?**
- c. Who makes the seed purchasing decisions on your farm?
- d. How many acres of soybeans will you be planting this year?

16. An example of a close-ended question is:
- a. What do you expect from a soybean variety?
  - b. What are you looking for in a supplier?
  - c. What will your operation look like in 5 years?
  - d. When do you make your seed purchasing decisions?**
17. “If I heard you correctly you plan to add 400 acres next year to handle extra manure from your expanding hog operation” is an example of a
- a. Open-ended question
  - b. Close ended question
  - c. Clarifying question
  - d. Confirming question**
18. “if I understand you correctly, you are responsible for purchasing fertilizer seed and chemical inputs. Your brother is responsible for marketing the crop and maintaining equipment” is an example of
- a. Open-ended question
  - b. Close-ended question
  - c. Clarifying question
  - d. Confirming question**
19. Product parity is a term used to define:
- a. The visual appearance of a product.
  - b. Superior product performance of one product over competitive products in the market.
  - c. New product line that dramatically changes the ways things are done in the industry
  - d. A product that performs about the same as similar product in the market**
20. The most common type of sales compensation in agricultural sales in
- a. Salary
  - b. Straight commission

**c. Salary plus Commission**

21. Which is an example of a tangible item

- a. **Feed**
- b. Trade marks
- c. Insurance policy
- d. Patents

22. Which is an example of an intangible item

- a. Feed
- b. Fertilizer.
- c. **Brand recognition**
- d. Feeder pigs

23. Planning your sales call is important to:

- a. **Have a sales strategy or game plan for getting the business**
- b. Makes the best use of your customer's time
- c. Make the best use of your time
- d. Make sure you are ready to discuss today's market moves

24. A unique value bundle is

- a. Group of products packaged to help reduce excess inventory
- b. **A group of products that the sales person develops to meet the customer's specific needs and brings the highest possible value for a fair price.**
- c. A way to cover up the price of one product by packaging it with other lower-prices products to avoid the customers realizing the true cost of each individual component
- d. A group of value-prices products listed as a sales promotion

25. Opinion leaders are respected by their peers for business success and considered one of the best managers. They are considered early adopter and high profile. Many times opinion leaders are difficult to sell product because:

- a. They make up their own mind and don't

- b. Have strong opinion and are difficult to convince to buy
- c. Normally do not buy anything
- d. **May feel responsibility to their community as strangers and do not want to ruin their reputation with too many foolish choices.**