



3. What is the difference between a “trial close” and a “close” in agricultural sales?  
(ABS 05.02.02b) 4 pts

4. **Select the best answer from the alternatives provided for each question.**  
“Shall I start your order with the product you just mentioned?” This is an example  
of what sales technique? (CS 02.02.02c) 4 pts

- a. An open-ended statement
- b. A trial close**
- c. A response to a customer’s objection
- d. A means of keeping the customer engaged in the presentation.

5. The product’s price is best described as... (ABS 04.01.02b) 4 pts

- a. Cost of product + tax
- b. Cost of product + margin**
- c. Cost of product + cost of sales
- d. Cost of product + discount

6. Matt is planning next year's sales budget. He would like to hire another sales person; however, he knows that to get his manager's approval he needs to build a good case for the new hire. He needs to justify that the new person will be... (ABS 04.01.03a) 3 pts
- a great help
  - a return on equity
  - a return on investment
  - will increase work load
7. While Marie was waiting to meet with the sales manager of a large farm supply store chain, she read the company's mission statement. One line in the mission statement caught her attention, "We will always stand by our products – your needs are our goals." After reading this Marie reviewed her notes and altered her presentation. The result: a very successful and productive meeting. What did she do? (ABS 02.02.02c; ABS 05.03.01c; ABS 05.02.02b; CS 03.01.03c) 3 pts
- She evaluated her goals for this meeting and altered the presentation.
  - She used the mission statement to build rapport with the sales manager.
  - She altered her market plan to meet the situation.
  - All of the above.
8. Verna is a promising new sales person and her manager feels she has great potential. However, she admits she has a difficult time distinguishing between excuses and objections. Which of the following is **not** a correct distinction? (ABS 05.02.02b) 3pts
- Excuses are smoke screen and often beyond your control.
  - Excuses are a means of hiding "true" objections.
  - Excuses and objections are really similar, but appear different.
  - Excuses must be analyzed to determine the underlying objection.

9. Millicent has joined the accounting department. Her first assignment is to calculate the cost of goods sold for each product last year. (ABS 04.01.02c) 4 pts

- a. cost of raw material + cost of production + cost of transportation
- b. Cost of raw material + cost of production + cost of sales and administration
- c. Cost of raw material + cost of production + cost of sale and administration + cost of returns
- d. Cost of raw material + cost of production

10. What is selling? (ABS 05.03.02c) 4 pts

- a. a process to help people assess products and services.
- b. person to person interaction.
- c. a means of assessing customer needs.
- d. all of the above

11. Making a cold sales call requires... (ABS 05.03.02c) 3 pts.

- a. a telephone book
- b. a clear and pleasant voice
- c. a strategy or objective for calling
- d. only statistical process, the more calls you make the more likely you will succeed.

12. What is a "buying cycle?" (ABS 05.02.01c) 4 pts

- a. a time or season when customers are most prepared to buy
- b. the mental steps a customer moves through to buy, use and rebuy a product
- c. internet sales
- d. difficult time for sales people to recognize

13. \_\_\_\_\_ is the process of locating potential buyers. (ABS 05.02.01.a) 4 pts

- a. Prospecting
- b. Questioning
- c. Investigating
- d. Growing

14. "Bob, we would like to do business with you. How about giving us a chance to demonstrate what we can do for you? Let's write up your first order to get started." This is an example of what type of close? (ABS 05.02.01b) 4 pts

- a. summary close
- b. direct close
- c. trial close
- d. choice close

15. The successful sales person needs to possess which one of the following qualities? (ABS 05.02.02b) 4 pts

- a. competitive attitude
- b. social media skills
- c. c comfortable texting style
- d. aggressive style

16. Marketing mix includes the following: (ABS 05.01.02b) 4 pts

- a. customer, product, price, place, promotion and packaging
- b. product, price, place, promotion and packaging
- c. product, place, price and promotion
- d. product, price, promotion and people

17. How does a customer perceive “value?” (ABS 01.01.01b) 4 pts

- a. economic benefit
- b. convenience
- c. personal preference
- d. all of the above

18. How does a salesperson create “value?” (ABS 01.01.01c) 4 pts

- a. communicate attributes
- b. matching feature and benefits to customer needs and wants
- c. discovering needs and wants of customers
- d. none of the above

19. A salesperson needs to understand the importance of non-verbal communication. An example of this form of communication is... (ABS 04.02.02b) 4 pts

- a. rate of speech
- b. use of non-words, e.g. um, ah...
- c. body language
- d. tone of voice and inflection

20. Madison tells a prospective customer that the throughput on a Danzon VX press is 1200 units/minute which is almost twice the speed of the next machine. This is an example of... (ABS 05.01.02b) 4 pts

- a. a feature
- b. a benefit
- c. an advantage
- d. a value aspect

21. Marjorie knows the successful sales person often works to create “a sense of value” for a customer. Tangible value is often apparent in the product or service; however, intangible value is more difficult to establish, because it involves... (ABS 05.02.01c) 4 pts

- a. cost benefit analysis
- b. emotion and feelings
- c. marginal needs
- d. none of the above

22. Alex knows success of an initial sales call with a customer is very much determined by “first impressions.” Which of the following does **not** involve a “first impression?” (ABS 05.02.01c) 4 pts

- a. the car you drive
- b. your appearance
- c. a practiced feature/benefit presentation
- d. your body language

23. Alicia has been told that the successful sales person is a good listener. She knows that she is a great conversationalist and must practice “active listening” to improve her sales technique. “Active listening” requires... (ABS 05.02.01c) 4 pts

- a. listening but preparing the next thing you have to say
- b. listening to what you already know about the customer but appear to be interested.
- c. listening requires avoiding the appearance of boredom
- d. listening and gathering facts, feelings, and non-verbal cues from customer

24. Glenn is an experienced sales manager. He has a well-established sales territory, is highly regarded by his customers and colleagues and a pillar of the community. What makes him successful is that he never forgets the “three buyer motivations” he learned in college. They are... (ABS 05.01.01b) 4 pts

- a. Relationship, Economics and Business
- b. Relationship, Rapport and Interest
- c. Business, Rapport and Reciprocation
- d. Economics, Cost-benefit and Reciprocation

25. Velma knows that “resistance” to purchasing a product often takes one of two forms. They are... (ABS 05.02.02b) 4 pts

- a. evasion and agreement
- b. active and passive
- c. complex and simple
- d. distracted and involved