

2005 Agricultural Sales CDE Objective Exam

1. When handling an angry customer, you should
 - a. Keep your voice calm and matter-of-fact
 - b. Let your words show that you want to be attentive and helpful
 - c. Listen carefully to the customer and don't interrupt
 - d. All of the above

2. Side conversations while talking on the telephone
 - a. Allows you to do two things at once
 - b. Keeps the customer on their toes
 - c. Should be avoided so you can give the caller your full attention
 - d. Only happen when you are really busy

3. To demonstrate to an angry customer that you are listening, you should
 - a. Listen for both facts and feelings
 - b. Be attentive
 - c. Paraphrase what they are saying
 - d. All of the above

4. The customer is:
 - a. The most important person in your business
 - b. Someone who has biases and prejudices
 - c. Someone who should not be offended
 - d. All of the above

5. Upsets that you can avoid include:
 - a. Promising something and not delivering
 - b. Giving a smart or flip reply
 - c. Questioning the customer's honesty
 - d. All of the above

6. A good display
 - a. always uses color to attract attention
 - b. is used solely to show large quantities of merchandise
 - c. uses incorrect grammar and spelling to attract attention
 - d. none of the above

7. Which of the following contains all the five W's of advertising?
 - a. who, where, when, why, which
 - b. when, way, where, which, who
 - c. who, what, where, which, why
 - d. way, who, where, which, why

8. A display is intended to get the attention of _____
 - a. the manager
 - b. customers
 - c. the janitor
 - d. none of the above

9. Customer service is the responsibility of the
 - a. President
 - b. Sales Representative
 - c. Sales Clerk
 - d. All of the above

10. A measure used when selling advertising space in a printed media is known as a:
 - a. square inch
 - b. fraction of page
 - c. column inch
 - d. line of type

11. An attempt to close the sale at the earliest, most convenient point by making a closing statement is:
 - a. A trial close
 - b. A testimonial
 - c. A feature/benefit statement
 - d. An objection

12. Which of the following is not a function of salespeople in agriculture?
 - a. sell farmer's products to consumers
 - b. to convince farmers to back political policies
 - c. provide services and information to farmers
 - d. sell supplies and services to farmers

13. When answering a telephone call, you should first
 - a. Identify yourself
 - b. Transfer the call
 - c. Place the caller on hold
 - d. Ask them why they are calling

14. _____ is one of the key factors in capturing the share of the market that is available for new business.
 - a. competitions debt structure
 - b. competitors management ability
 - c. location
 - d. all of the above

15. Company contact with customers is more often:
 - a. Face to face
 - b. By telephone
 - c. By fax machine
 - d. At an open house
 - e. None of the above

16. Cold calling is:
- Calling on prospects with an appointment that fit a certain criteria of type and size
 - When a salesperson stops by to visit with a prospect without an appointment or any prior knowledge of the prospect.
 - Calling a prospective customer who has asked to be contacted.
 - All of the above.
 - None of the above.
17. Research in developing market plans is:
- Preparing the business proposition.
 - Planning assumptions
 - Preparing marketing strategies
 - Careful and diligent study to gain knowledge about a market.
 - None of the above.
18. What factors must be considered when allowing a refund?
- Cost of the refund.
 - Customer history.
 - Company management policy.
 - Type of product.
 - None of the above.
19. A potential customer profile s best described as:
- Knowing the strengths and weaknesses of your competition
 - Strengths and weaknesses of your product or service
 - Characteristics of potential buyers
 - All of the above.
 - None of the above.
20. When you first meet a disgruntled customer you should:
- Refer them to your supervisor.
 - Establish eye contact and smile.
 - Send them to the customer service desk.
 - All of the above.
 - None of the above.
21. Asking questions is important:
- To figure out the customers needs and wants
 - If the customer is a first time buyer.
 - Only if not perceived by the customer as being too nosey.
 - Not necessary unless you already know the customers situation.
 - None of the above.
22. Involving the customer in demonstrations>
- Disrupts the customers concentration and should be avoided.
 - Helps keep the customers attention and appeals to their senses.
 - Normally indicates lack of sales ability.
 - Is used when the close does not work.
 - None of the above.

Colors are an important part of a display for advertising. Select the color that best represents the effect it provides.

23. A vigorous color
 - a. Blue
 - b. Green
 - c. Red
 - d. Orange
 - e. Black

24. A background color
 - a. Blue
 - b. Green
 - c. Red
 - d. Orange
 - e. Black

25. There are five stages in making a sale. From the list below, which is not one of the five?
 - a. Preparation
 - b. Approach
 - c. Demonstration
 - d. Overcome resistance
 - e. Service after the sale

26. What is one of the first steps in preparing to advertise on radio?
 - a. Prepare a radio advertisement
 - b. Select a radio station
 - c. Work with the station you have selected
 - d. Decide on an attention getter for the advertisement

27. If you want to publicize the FFA in your local community, which advertising media would be the best?
 - a. Local paper
 - b. Agricultural magazine
 - c. Trade journal
 - d. National FFA magazine

28. A good advertisement that causes the eye to move from top to the bottom of the advertisement is known as:
 - a. Attention getter
 - b. Product detail
 - c. A layout
 - d. Design flow

29. Find the markdown if the original retail selling prices \$10.95 and the final sales price is \$6.95.
- \$3.00
 - \$3.95
 - \$4.00
 - \$4.05
30. Figure the retail price using a markup percentage of 15% for an item that list for \$2.25 wholesale.
- \$2.65
 - \$2.70
 - \$2.93
 - \$3.00
31. Type of credit in which the debt is paid off in a series of equal payments.
- Installment plan
 - 30-day open charge
 - Revolving charge account
 - 90-day charge account
32. The check out counter is:
- The most traveled area in the store
 - Where most impulsive buying occurs
 - Used for fragile items
 - Used for large display
33. Throughout the sales presentation, it is usually best to
- discuss all the weakness of competing products
 - discuss competing products even if you are not familiar with these items
 - refuse to discuss competing products
 - avoid shifting the focus of attention away from your product to competing products
34. A study of company history often begins with a close look at the
- policy
 - industry
 - founder
 - corporate management
35. In terms of product knowledge, a salesperson
- can know too much about the product
 - is often better off appearing to be "in the dark" at times
 - may be well informed but unable to accurately gauge the prospect's level of understanding
 - should provide the prospect with as little information as possible

36. When developing a product strategy, the salesperson should
- use feature-benefit strategy
 - value personal relationships
 - adopt marketing strategies
 - adopt double-win strategy
37. Which of the following is one of the three most common types of customers?
- Want-to-buy it all Customer
 - Just looking Customer
 - Know-it-all Customer
 - Angry Customer
38. Identifying product features and then converting these features to buyer-benefits are an integral part of which style of selling
- Product style
 - Marketing style
 - Consultative-style
 - Production-style selling
39. What is the one method of overcoming a customer's objection?
- Answer objection quickly
 - Admit the objection is true
 - Explain, in detail, why the customer has no basis for the objection
 - Tell the customer no one has previously objected to the product
40. The decisions, activities, and communication strategies that are directed toward trying to create and maintain a firm's intended product concept in the customer's mind is known as
- Product positioning
 - Product life cycle
 - Value added
 - Potential sales value
41. What is one benefit of newspaper advertising?
- Most adults read newspapers regularly
 - Newspapers are kept for a long period of time, which increases the chances of the advertisements being seen
 - higher quality and attractiveness in ads
 - You reach a select audience
42. There are seven steps to a sales presentation. Put the first four in order starting with the beginning of the presentation.
- | | |
|---------------------------------|--------------------------------|
| 1. feature-benefit presentation | 3. determining needs and wants |
| 2. preapproach | 4. Approach |
- 4,3,2,1
 - 2,3,4,1
 - 2,4,3,1
 - 2,1,4,3

43. A **P.O.P.** sign is also known as a
- Place of purchase sign.
 - Point of purchase sign.
 - Price of product sign.
 - Point of product sign.
44. A logo is a name, symbol, or trademark designed to
- Indicate product price
 - Provide easy to recognition of a product.
 - Inform a customer about product features.
 - Provide advertisers with job security.
45. Which of the following would **not** be considered one of the five buying questions a display should answer?
- What is the product?
 - How much does it cost?
 - Where can I buy it?
 - Is it worth it?
46. Before setting up a display:
- A drawing or sketch should be made.
 - The price of the product should be reduced.
 - Customers should be trained to use it.
 - Free product should be given to customers.
47. A display plan:
- Limits creativity in design.
 - Shows how not to put the display together.
 - Helps calculate the cost of the display.
 - Prevents the display from being assembled.
48. The path in the market goes as follows: Manufacturer>Wholesaler>Retailer>Customer
Where does selling fit into the path?
- Between the retailer and the customer
 - Between wholesaler and retailer
 - Between the manufacturer and wholesaler
 - Throughout the entire path
49. The most effective way to give a potential car buyer a feeling of ownership is to
- show the person sales literature
 - show the person the actual automobile
 - encourage the person to drive the car
 - tell the person how nice it will be to own the car
50. During the sales presentation, you determine that the customer is ready to close the sale.
You should:
- Continue to sales pitch
 - Close the sale
 - Demonstrate the product
 - Call in the manager

**2005 Agricultural Sales CDE Objective Exam
Answer Key**

- | | |
|-------|-------|
| 1. D | 26. B |
| 2. C | 27. A |
| 3. D | 28. D |
| 4. D | 29. C |
| 5. D | 30. A |
| 6. A | 31. A |
| 7. C | 32. B |
| 8. B | 33. D |
| 9. D | 34. C |
| 10. C | 35. C |
| 11. A | 36. D |
| 12. B | 37. B |
| 13. A | 38. C |
| 14. C | 39. A |
| 15. B | 40. A |
| 16. B | 41. B |
| 17. D | 42. C |
| 18. C | 43. B |
| 19. C | 44. B |
| 20. B | 45. C |
| 21. A | 46. A |
| 22. B | 47. C |
| 23. C | 48. D |
| 24. A | 49. C |
| 25. E | 50. B |

**2005 FFA Agricultural Sales CDE
Customer Relations Practicum**

Contestant A

Instructions

**Green Leaf Greenhouses
Store Policy**

The Green Leaf Greenhouses policy for defects or refunds should be handled as follows:

1. A receipt is preferred.
2. Clerks should try to handle complaints.
3. Utilize the company specialist for problems related to equipment replacement.
4. If item is deemed defective, replace from the store inventory.
5. Refund money if no other alternative is practical.

Assume you are a sales clerk for the above company and a customer (role played by your judge) comes into your store with the following problem.

The customer has indicated that they purchased from your business an insecticide product known as Malathion 50% EC. They applied the product at a rate of 3 tablespoons (tbsp) per gallon of mix. They are concerned that their tomato crop is showing signs of insecticide burn from the resulting residue. A copy of the product label has been provided with this policy.

Points of Consideration:

1. As you question the customer, you need to determine if the level of product application was correct.
2. Was the product applied within the allowable harvest interval?

The customer will have a sample tomato as a prop to establish the visual effect as you work for a solution.

Instructors – the following information was given to the judges to assist them in the customer role. This information is also being given to you as a helpful hint for future use.

1. Does the contestant recognize that the product was applied at a rate that was higher than labeled? Instead of 3 tbsp being applied, it should have been 3 teaspoons (tsp) per gallon.
2. Use the application of the product 2 days prior to harvest to see if the contestant recognizes that the application was within the allowable time. Note: the product could be applied up to one day prior to harvesting of a crop.

2005 FFA Ag Sales CDE
Market Analysis
Team Event

In this market analysis you are to assume the role of a district sales manager in a national seed company. Your assignment is to formulate a set of annual marketing goals for your district.

Background Information

- A. The basic objective of a district manager is to maximize the amount of sales in the district under your supervision. In order to accomplish this objective, you must maintain present sales while increasing the potential for new business. Strategies available to you to accomplish this task are dealer development activities, promotional programs or activities, product availability and distribution, and effective time management.
- B. Your dealer network must constantly be maintained and updated. You must decide which dealers will best utilize the time you spend with them and in turn create a sales increase.
- C. Successful product availability and distribution will determine a profitable year. You must have popular hybrids in sufficient supply to meet customer demand, and maximize the availability/distribution of limited supply hybrids. These limited supply hybrids must be visible to the public and generate enough accurate data to insure their future promotion.
- D. There are some marketing strategies over which you as the district manager have little control. One of these is price. Price is determined at the main office. Another is competition. Competition is addressed by the district manager when formulating list of competitive hybrids for test plot demonstrations. In this practicum, concentrate on those strategies over which you have control.

Production Information

- A. Assume a 10% increase in total sales.
- B. Corn Hybrid A1 has been marketed for 7 years and has matured in its production life cycle. Hybrid B2 has been marketed for 5 years and is still in a strong product growth cycle. Product C3 is a 9-year-old hybrid and is in the declining product stage. Product D4 is in its second year, and has really started to become a major product. It may replace other hybrid sales.

Corn Hybrid	2004 Sales*
A1	5,559
B2	3,883
C3	589
D4	<u>405</u>
Total Sales	10,436

*Sales reported in number of bags or units

C. The soybean line is represented by ABC and ABC2. These hybrids are 7 years old but have maintained consistent sales. You have been informed that product ABC3 has been discontinued, and only carry over seed will be available. The final hybrid ABC4 is an excellent new performer. It has been well distributed and accepted.

Soybean Hybrids	2004 Sales*
ABC	2,126
ABC2	2,099
ABC3	1,228
ABC4	<u>1,090</u>
Total Sales	6,543

D. Your company has just released a new corn hybrid E5. This hybrid has performed beyond expectations in research plots and may replace hybrid A1 in popularity. You have been allotted 100 bags for your district.

E. The following is a list corn sales by county of your dealers. The list will help to indicate counties that are extremely strong and those that need work. The total number of bags or units of corn sold by the dealers in that county.

Dealers Types: A – Dealer with 4 or more customers who actively sell.
 B – Dealer with less than 4 customers who tries to sell.
 C – Dealer who strictly buys seed for their own needs.
 D – Dealer who has been a dealer for less than 3 years.

County	A	B	C	D
1	124	124	124	124
2	1067	0	533	533
3	336	168	504	336
4	592	291	0	0
5	114	114	57	57
6	214	102	204	170
7	119	0	545	109
8	369	369	922	0
9	159	318	0	318
10	260	0	0	162
11	220	218	0	109
12	175	132	0	44

The Question

Based on the information you've been presented, list your long and short range marketing goals for this 12 county district. A short-range goal is considered on that is attainable in one year or less, while a long range goal will require longer than one year to attain. As a district sales manager, remember to concentrate on those areas over which you have control, and that will help to maximize the sales of corn and soybeans. Be prepared to present your goals and reasoning for goals chosen. You are limited to 3 sheets of flipchart paper for your presentation.

**2005 FFA Agricultural Sales CDE
Product Display Practicum**

Contestant C

Using the materials supplied, design a product display Point-of-Purchase Display for a business. This display would be located on a display table as the potential customer enters the store. **You will have 20 minutes to prepare this display.**

The display board serves as a back drop for your display. You may attach items to the display with the clips provided or use tape sparingly. **Do not write** on the back drop as it is needed for other contestants.

The manager of the store has asked you to design a Point-of-Purchase Display that will get the attention of the buyer to "Think Spring" as they enter the store. You can assume that the store has multiple of items of the product in the greenhouse located at the back of the store.

Please do not write on the display board themselves. These serve as background props for each presentation.

Items available to use:

A maximum of 2 plants can be used in your display from the designated supply table.

Prices for plants will be identified on the white board at the front of the classroom.

Geraniums – large pot - \$5.00

Assorted green plants – smaller pots - \$3.00

Please select from the other materials available to develop your display around the "theme".

Please place your contestant ID number on the score sheet.

Other items available:

Markers

Color Paper –

Clips to attach poster to display board

Tape

Seed packets (a maximum of two can be incorporated into the display. **Do not open the seed packets.**

2005 Agricultural Sales CDE

Telephone Skills Contestant B

You are a Service Manager for a local lawn care business. You have been asked to return a telephone call to a customer who has the following complaint.

The customer recently applied Trimec Broadleaf Herbicide to their lawn at a rate of 7 pints per acre. This recommendation was made by one of your employees. The customer applied at the recommended rate and just recently read the label and determined that they had misapplied at a rate higher than the label recommended.

A Trimec Bentgrass Formula Broadleaf Herbicide label has been provided for your review.

Questions to consider as you prepare for the call.

1. How will you address this problem with the customer?
2. What should be done at this time to correct the problem?

You have been asked to call the customer back about this situation.

After your preparation time, you will report to the designated room to make your telephone to the customer/judge. Pick up the telephone receiver and then dial the four-digit number that will reach your customer. Please indicate to the Judge/Customer the following.

“This is contestant (team #) calling. Begin your conversation after this identification.

Contestants – Teams 1 – 20 will call the following telephone number: **XXXX**

Contestants – Teams 21 – 40 will call the following telephone number **XXXX**

Contestants – Teams 41-60 will call the following telephone number **XXXX**

Notes to instructors who have saved this item for future reference:

The recommended label rate for application on lawns was 3.5 pints per acre. This product is labeled for application in any type of irrigation system. There is a need to avoid drift or spray mist onto vegetables, flowers, ornamental plants, shrubs, trees and other desirable plants.

**2005 FFA Ag Sales CDE
Advertising
Contestant D**

The advertising manager has asked you to develop an advertisement for the product provided to you. This is your first draft that will be presented to the advertising manager for approval to be incorporated into a potential company brochure.

Please record your team number on the score sheet provided.

The basic parts of your advertisement should include the following.

Headline

Body Copy

Illustrations

Price

Possible company logo

Focal Point (optical center)

Dominant element

Items needed:

Color markers

Color pencils

One sheet of advertisement paper

A variety of measurement devices.

The product used for this event was called "Shake Away" a deer repellent.