



# Agricultural Sales Exam

## 2025 SMSU Ag Bowl Scholarship Invitational

2025 ag bowl test

1. Which of the following is a clue that you have the customer's interest?
  - a. The customer does not have good non-verbal cues. They look away often.
  - b. The customer continues to ask questions about the product.
  - c. Out of nowhere the customer says the price is too high.
  - d. The customer keeps stopping the presentation and the sale.
  
2. The purpose of probing is \_\_\_\_\_.
  - a. Identify customer needs
  - b. Confirm appointment
  - c. Identify past sales history
  - d. To assist with a trial close
  
3. Introducing yourself and initiating the conversation is called the \_\_\_\_\_.
  - a. Opening
  - b. Impression
  - c. Rapport
  - d. Prospect
  
4. The purpose of rapport building is:
  - a. To explain the value of a product
  - b. To understand customer needs for solutions
  - c. To establish trust in the relationship
  - d. To set goals for a sales call
  
5. A business buyer is predominately concerned about
  - a. Trust
  - b. Price
  - c. Facts and research
  - d. Benefits

6. An economic buyer is predominately concerned about

- a. Trust
- b. Price
- c. Facts and research**
- d. Benefits

7. 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

8. You gain commitment to meet again.

- a. Build a relationship
- b. Uncover needs, opportunities, and values
- c. Answering questions and overcoming objections
- d. Closing the sale and following up**

9. Understanding competitive tactics and strategies

- a. Direct sales responsibility
- b. Indirect sales responsibility**

10. Maintaining product knowledge

- a. Direct sales responsibility**
- b. Indirect sales responsibility

11. Handling complaints

- a. Direct sales responsibility
- b. Indirect sales responsibility**

12. The greatest reward for many agricultural sales people is:

- a. Making a good salary
- b. Meeting sales goals.
- c. Helping the customer answer and meet their business needs.
- d. Working with a flexible schedule to organize and run their daily routine.

13. Tangible products include:

- a. Fertilizer, seed, equipment, feed
- b. Advice on how to use the products
- c. Understanding how the product fits the operation's needs
- d. Product convenience

14. The definition of consistency is quality.

- a. true
- b. false

15. Most customer objections arise from misunderstandings, misinformation, or lack of information.

- a. true
- b. false

16. Excuses and objections are the same thing when it comes to ways for customers to avoid committing during a sales call.

- a. true
- b. false

17. "I am just not ready to buy" is an

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

18. "I want to think about it." is an

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

19. "Why wouldn't I stay with my current supplier?" is an

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

20. The single most important selling skill is:

- a. Being persistent and getting the sale at all cost
- b. To focus on selling the package your company is promoting
- c. To be disciplined to work late on Friday afternoon
- d. Hearing the customer's message**

21. Examples of verbal buying signals include:

- a. A customer asks about financing options
- b. A customer asks about delivery
- c. A customer asks about a warranty or guarantee
- d. All the Above**

22. The customer can give you verbal and or non-verbal buying signals: Examples of positive non-verbal cues include:

- a. Leans back, or pushes back from desk or table
- b. Folds hands
- c. Makes calculations**
- d. Avoids eye contact

23. 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. Proportion of each customer's business captured by a company or product.
- c. Proportion of all customers a particular product or company sells.
- d. Proportion of the market that is control by a company, business, or individual.**

24. When you arrive on a sales call you shouldn't:

- a. Announce your arrival with a cloud of dust and a screech of your brakes
- b. Park where you will not be in the way of equipment and other vehicles
- c. Apply common-sense courtesy
- d. State your name clearly and slowly, and tell the customer why you are there.

25. Market Penetration is

- 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. The number of customers who buy product.

26. Market Intelligence is

- 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.

27. As a new sales person you have a lot of energy and desire to be successful. The best approach is:

- a. Be organized, plan well, keep track of promises you make, submit your information accurately and on time, and follow-up on commitments.
- b. Get out early and work late, the more miles you put on your company vehicle the more successful you will be during the sales call.
- c. Leave paper work, submitting orders, and submitting reports for later, it is best to keep selling and talking with more new prospects.
- d. Realize the more you sell the better you will get at shooting-from-the-hip and becoming a seasoned sales veteran

28. Planning your sales call is important to:

- a. Make the best use of your time
- b. Make the best use of your customer's time
- c. Make the best use of your companies' resources
- d. Have a sales strategy or game plan for getting the business

29. Answering questions and overcoming objections is part of selling. It is very important to:

- a. Listen to the question or concern because they are telling you what it will take before they are willing to buy from you.
- b. Delay the discussion about product objections and tell them you will have to get back to them later and hope they forget about their objection.
- c. Be ready to answer quickly with your prepared response so you sound confident in your answer.
- d. Provide a quick answer to price objections so you can get the price discussion behind you so you can begin talking about product value.

30. 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 bring 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-priced products to avoid the customer realizing the true cost of each individual component.
- d. A group of products that can be bound together for easy delivery.