

AGRICULTURAL SALES CDE TEST BANK

100 Multiple-Choice Questions

Correct answers are highlighted in yellow.

Basis: General agricultural sales concepts represented in the supplied National FFA Agricultural Sales CDE exams and answer keys, including sales process, prospecting, needs discovery, active listening, value, objections, closing, marketing, pricing, customer service, and agricultural business analysis.

Section 1: Sales Process and Pre-Call Planning

1. What is the primary purpose of a pre-call plan?

- A. To establish an objective and prepare relevant customer information**
- B. To decide how quickly to end the meeting
- C. To determine the customer's final order before the meeting
- D. To replace the need for follow-up

2. When arriving for a prospective sales call, what is the best first action after identifying the person you are speaking with?

- A. Begin describing products immediately
- B. Introduce yourself professionally and establish the purpose of the visit**
- C. Ask for an order
- D. Discuss competitors

3. Which activity should normally occur before recommending a solution?

- A. Close the sale
- B. Discuss commission rates
- C. Assess the customer's needs and wants**
- D. Ask for a referral

4. What is the main purpose of rapport building during a sales call?

- A. To avoid discussing business
- B. To guarantee a sale
- C. To shorten every sales call
- D. To establish trust and a productive working relationship**

5. In the sales process, qualifying a customer primarily means:

- A. Determining customer potential and whether relevant needs exist**
- B. Determining whether the customer agrees with every recommendation
- C. Classifying the customer as good or bad
- D. Deciding which salesperson receives the commission

6. An effective agricultural sales call is generally:

- A. Long, price-focused, and highly scripted
- B. Short, focused, and needs-based**
- C. Dramatic and product-centered
- D. Unplanned and feature-heavy

7. What is the purpose of handling an objection?

- A. To argue until the customer agrees
- B. To avoid discussing limitations

C. To understand and address a concern that may affect the purchase decision

- D. To end the sales call immediately

8. What is the purpose of a close in a sales call?

- A. To restart rapport building
- B. To identify the salesperson's commission rate
- C. To replace needs discovery

D. To ask for the customer's commitment or order

9. What is the primary purpose of follow-up after a sale?

A. To confirm satisfaction and continue the relationship

- B. To avoid future contact
- C. To reopen every completed order
- D. To replace the sales agreement

10. Which sequence best represents the customer-centered sales process described in the source material?

- A. Price presentation, close, introduction, needs questions, follow-up

B. Pre-call plan, introduction, rapport, needs/wants questions, features and benefits, trial close, close, follow-up

- C. Introduction, product demo, order, rapport, objection handling
- D. Prospecting, accounting, pricing, delivery, closing

Section 2: Prospecting, Territory Management, and Buying Process

11. Prospecting is the process of:

- A. Calculating product cost
- B. Closing existing accounts
- C. Locating potential buyers**
- D. Handling returns

12. Customer classification systems are primarily used as:

- A. A means of identifying bad customers
- B. A way to control buying decisions
- C. A substitute for customer research
- D. A means of qualifying customers**

13. When introducing a new agricultural offering in an established territory, which source may provide useful prospects?

A. The existing customer base

- B. Only people outside agriculture
- C. Only former employees
- D. Only customers who have complained

14. Before making a cold call, a salesperson should:

A. Assume the prospect already knows the company

B. Develop a strategy or objective and research key information

C. Prepare only a closing statement

D. Avoid learning about the prospect

15. Which statement best describes a cold call?

A. A follow-up call after every completed sale

B. A winter-only sales visit

C. Contact with a prospective customer when no established sales relationship exists

D. A complaint call from an existing customer

16. When taking over an established sales territory, which information from the outgoing representative is most useful?

A. Personal vacation plans

B. Local housing costs

C. Unrelated business contacts

D. Relevant customer information and purchasing history

17. Reviewing past purchases, customer needs, and account potential helps a salesperson:

A. Qualify and prioritize customers

B. Determine depreciation

C. Replace the market plan

D. Avoid future contact

18. A buying cycle is best described as:

A. The number of calls a salesperson makes each day

B. The mental steps a customer moves through to buy, use, and potentially rebuy

C. The seasonal schedule of a sales department

D. The time required to calculate commission

19. Which is a recognized stage in the customer's buying process?

A. Salesperson commission approval

B. Territory reassignment

C. Need recognition

D. Employee scheduling

20. Why is accurate customer purchasing history useful?

A. It guarantees a reorder

B. It eliminates the need to ask questions

C. It prevents changing customer needs

D. It helps the salesperson prepare relevant future calls and follow-up

Section 3: Questioning and Active Listening

21. Which question is open-ended?

A. Tell me about the biggest production challenge you are trying to solve.

B. Do you buy seed each spring?

C. Is your current supplier local?

D. Would you like delivery Friday?

22. Which question is closed-ended?

A. What are your goals for this season?

B. Have you used this type of service before?

C. How has your operation changed?

D. What concerns do you have about your current program?

23. Active listening requires the salesperson to gather:

A. Only technical facts

B. Only information that supports the sale

C. Facts, feelings, and nonverbal cues

D. Only information already known

24. Paraphrasing is best described as:

A. Repeating every word exactly

B. Changing the subject

C. Listing product features

D. Restating the customer's meaning in your own words to clarify understanding

25. Summarizing during active listening means:

A. Reviewing several customer thoughts in a condensed form to confirm meaning

B. Reading product information aloud

C. Ending the meeting without a close

D. Repeating the same question until the customer agrees

26. Which is an example of a minimal encourager?

A. You are wrong.

B. I see.

C. Buy it today.

D. That objection does not matter.

27. What is the main purpose of a clarifying question?

A. To move immediately to the close

B. To avoid hearing the full concern

C. To make sure the salesperson understands the customer's meaning

D. To make the product sound complicated

28. Which behavior interferes with active listening?

A. Maintaining attention

B. Asking a relevant follow-up question

C. Summarizing what you heard

D. Preparing your next response while the customer is still speaking

29. When a customer is venting about a problem, the salesperson should first:

A. Listen and allow the customer to explain the concern

B. Interrupt and correct the customer

C. Tell the customer to stop

D. Walk away

30. How should a salesperson best determine a customer's needs and wants?

- A. Assume all farms have the same needs
- B. Use active listening and probing questions**
- C. Start with a product demonstration
- D. Focus only on past purchases

Section 4: Features, Benefits, Value, and Presentations

31. A product feature is:

- A. The customer's final buying decision
- B. The salesperson's commission
- C. An attribute of the product, including what it does or how it works**
- D. A complaint about service

32. A product benefit explains:

- A. Only how the product is manufactured
- B. The salesperson's sales goal
- C. The product category
- D. How a feature helps the customer or the customer's business**

33. How does a salesperson most effectively create customer value?

- A. By matching relevant features and benefits to identified customer needs**
- B. By presenting the most features possible
- C. By avoiding questions
- D. By lowering price first

34. Which statement best describes tangible value?

- A. Value based only on emotions
- B. Value that can be directly observed or measured, such as cost savings or improved output**
- C. Value unrelated to customer outcomes
- D. Value created only by advertising

35. Intangible value often involves:

- A. Only unit cost
- B. Only freight expense
- C. Emotion and feelings**
- D. Only physical specifications

36. A customer may perceive value through:

- A. Only the lowest purchase price
- B. Only the number of features
- C. Only the salesperson's opinion
- D. Economic benefit, convenience, and personal preference**

37. Communicating how a solution helps solve a customer's problem is primarily communicating a:

- A. Benefit**
- B. Feature
- C. Cold call

D. Return policy

38. A producer says labor availability is a major concern. Which presentation is most customer-focused?

A. List every specification regardless of relevance

B. Explain how the solution may reduce labor time for the task

C. Discuss company history

D. Avoid connecting the solution to labor

39. A salesperson is comparing two similar offerings. The best way to justify a higher price is to:

A. Hide the price difference

B. Stop selling the lower-priced option

C. Connect the additional features and benefits to the customer's needs

D. Criticize the competitor

40. A first impression can be influenced by:

A. Only the product price

B. Only the customer's previous purchases

C. Only the salesperson's closing technique

D. Appearance and body language

Section 5: Rapport, Communication, and Customer Service

41. Which is an example of nonverbal communication?

A. Body language

B. A written invoice

C. A product brochure

D. A sales proposal

42. Why can an elevator pitch be useful to a salesperson?

A. It replaces all sales calls

B. It provides a short, concise, focused sales presentation

C. It is used only in elevators

D. It is a direct confrontation

43. Which statement best reflects professional rapport building?

A. Copying every mannerism of the customer

B. Avoiding all personal connection

C. Adjusting communication style to accommodate the customer while remaining genuine

D. Using manipulation to force agreement

44. Why is rapport important in direct sales?

A. It guarantees the first sale

B. It prevents customers from asking questions

C. It keeps customers at a distance

D. It builds long-term relationships and can support customer retention

45. Which customer statement gives a salesperson the strongest evidence that rapport has been established?

A. You are the first salesperson to ask about our actual operation.

- B. I do not want to talk today.
- C. Can you leave a brochure?
- D. I am not interested.

46. A dominating customer is talking rapidly and controlling the conversation. Which response is most appropriate?

- A. Interrupt constantly
- B. Let the customer do the talking, present information efficiently, and acknowledge the customer's importance**
- C. Speak faster than the customer
- D. Ignore the customer's comments

47. Which factor is most important when adapting communication style to a customer?

- A. The salesperson's preferred script
- B. The salesperson's commission
- C. The customer's needs and communication preferences**
- D. The competitor's advertising

48. A customer's concern about service is best addressed by:

- A. Telling the customer to forget it
- B. Changing the subject
- C. Offering a discount without understanding the concern
- D. Listening carefully and clarifying the specific concern**

49. Which statement about customer complaints is most accurate?

- A. Complaints can reveal unmet expectations and provide an opportunity to improve the relationship**
- B. Complaints should always be ignored
- C. A complaint proves the customer is wrong
- D. Complaints should end the relationship

50. A customer becomes distant and uncomfortable during interactions. What is the best response?

- A. Challenge the customer
- B. Spend face-to-face time listening to concerns and rebuilding rapport**
- C. Assume the relationship is over
- D. Ignore it because the customer is established

Section 6: Objections and Professional Responses

51. What should a salesperson do when a customer asks a question they cannot answer confidently?

- A. Guess
- B. Say it is irrelevant
- C. Acknowledge the uncertainty, determine a time frame, and provide accurate information**
- D. Change the subject permanently

52. Which is an appropriate way to handle an objection?

- A. Argue immediately
- B. Tell the customer objections are not allowed
- C. Close the sale without addressing it

D. Listen, clarify the concern, and respond with relevant information

53. An excuse differs from a true objection because an excuse may:

A. Be a smoke screen hiding the real concern

- B. Always be a technical problem
- C. Always prevent a sale
- D. Require no follow-up

54. When a customer says, 'That price is too high,' the best first response is to:

- A. Argue that the customer is wrong

B. Clarify the concern and relate value to the customer's needs

- C. Criticize the competitor
- D. End the conversation

55. When a customer raises an objection, the salesperson should generally avoid:

- A. Clarifying questions
- B. Active listening

C. Becoming argumentative

- D. Relevant evidence

56. Why should a salesperson treat objections as information?

- A. They prove the customer is not qualified
- B. They eliminate the need for questions
- C. They should always be overcome immediately

D. They can indicate interest or concern that needs to be addressed

57. Which response best demonstrates active listening after an objection?

A. So, if I understand you correctly, your main concern is delivery timing.

- B. That is not really an issue.
- C. Everyone else accepts that.
- D. Let me tell you why you are wrong.

58. If a customer says a competitor has a lower price, the salesperson should first:

- A. Make an unsupported claim about the competitor

B. Compare relevant value, features, and benefits based on customer priorities

- C. Promise to beat any price
- D. Ignore the concern

59. A customer says, 'I can see how this would reduce our labor requirement.' What should the salesperson consider next?

- A. Restarting the introduction
- B. Changing to an unrelated feature

C. A trial close to test readiness

- D. Ending the conversation without feedback

60. What is the best response when a customer raises a concern outside the salesperson's knowledge?

- A. Provide a guess confidently
- B. Tell the customer not to worry
- C. Avoid answering

D. Verify the information and follow through by the agreed time

Section 7: Trial Closes, Closes, and Closing Skills

61. A trial close is used to:

- A. Test the customer's readiness or reaction before asking for final commitment**
- B. Complete the final invoice
- C. Replace all needs discovery
- D. Handle accounting errors

62. A final close is best defined as:

- A. An introduction to a prospect
- B. A request for the customer's commitment or order**
- C. A customer classification
- D. A product feature

63. Which statement is an example of a trial close?

- A. How many acres do you operate?
- B. Tell me about your current program.
- C. Does that fit your needs?**
- D. What is your biggest concern?

64. Which statement is an example of a direct close?

- A. What problems are you trying to solve?
- B. Have you used this type of service before?
- C. Tell me about your operation.
- D. Let's write up your first order and get started.**

65. Which statement is an example of a choice close?

- A. Would you prefer delivery Tuesday or Thursday?**
- B. What problems are you trying to solve?
- C. How did last season go?
- D. What concerns do you have?

66. Which statement is an example of a summary close?

- A. What is your acreage?
- B. You said you need to reduce labor and improve timeliness; this option addresses both. Shall we proceed with the order?**
- C. Have you heard of our company?
- D. When did you start farming?

67. A limited-time offer is intended primarily to create:

- A. Ambiguity
- B. Less customer interest
- C. A sense of urgency**
- D. A reason to avoid closing

68. A customer makes a positive comment about a relevant benefit and asks about availability. What may this signal?

- A. The customer wants to end the meeting
- B. The customer has no interest

C. The salesperson should restart prospecting

D. The customer is ready for a trial close

69. A common mistake made by new salespeople is:

A. Failing to ask for the sale

B. Using active listening

C. Following up

D. Identifying customer needs

70. When should a salesperson attempt a close?

A. Before determining needs

B. When sufficient interest exists and key needs and concerns have been addressed

C. After every feature is discussed

D. Only if the customer asks first

Section 8: Marketing, Pricing, and Agricultural Economics

71. The traditional marketing mix consists of:

A. People, profit, policy, and promotion

B. Product, packaging, payroll, and place

C. Product, price, place, and promotion

D. Price, prospecting, presentation, and policy

72. Why is a market plan important to sales?

A. It replaces customer contact

B. It guarantees demand

C. It focuses only on accounting

D. It helps determine where resources should be allocated to support sales

73. Value-based pricing is primarily based on:

A. What the target customer is willing to pay based on perceived value

B. The salesperson's preferred commission

C. The competitor count only

D. A fixed markup regardless of value

74. A pricing approach that adds a fixed percentage to product cost is:

A. Value-based pricing

B. Markup pricing

C. Going-rate pricing

D. Discount pricing

75. Cost of goods sold generally reflects the costs associated with:

A. Only advertising

B. Only sales commissions

C. Producing or acquiring goods that are sold

D. Only customer returns

76. A salesperson earns 1% commission on sales above \$100,000. If qualifying sales are \$150,000, what is the commission?

- A. \$500
- B. \$1,500
- C. \$5,000
- D. \$1,000**

77. A customer purchases 200 units at \$300 each and receives a 5% discount. What is the discount amount?

- A. \$3,000**
- B. \$5,000
- C. \$30,000
- D. \$57,000

78. If demand for an agricultural input rises while supply remains unchanged, the most likely effect is:

- A. Downward pressure on price
- B. Upward pressure on price**
- C. No possible change in price
- D. A guaranteed price of zero

79. If planted acreage for a crop rises substantially, demand for seed of that crop will most likely:

- A. Disappear
- B. Decrease regardless of other factors
- C. Increase**
- D. Remain exactly unchanged

80. When commodity prices decline, producers are most likely to:

- A. Ignore input costs
- B. Always buy the most expensive inputs
- C. Stop all purchases
- D. Reevaluate input costs to maximize value and control expenses**

Section 9: Business Analysis, Territory Management, and Ethics

81. SWOT stands for:

- A. Strengths, weaknesses, opportunities, and threats**
- B. Sales, workload, operations, and territory
- C. Strategies, wants, objections, and timing
- D. Strengths, workflow, orders, and targets

82. In a SWOT analysis, opportunities and threats are generally:

- A. Internal accounting entries
- B. External factors**
- C. Closing techniques
- D. Customer service policies

83. Which is an example of an internal factor in a SWOT analysis?

- A. A new competitor entering the market
- B. A change in commodity prices
- C. A company's strong customer service system**

D. A weather event

84. Which is an example of an external threat?

A. A strong sales team

B. A well-trained employee

C. An efficient delivery process

D. A growing competitor in the territory

85. When a new product line is introduced, what should a salesperson do first?

A. Research the product and identify potential customers

B. Immediately cut the price

C. Promise every customer will need it

D. Wait for customers to ask about it

86. Which factor is least essential when evaluating a business as a prospect?

A. Reputation

B. Internet or website presence

C. Longevity or history

D. Profitability

87. A salesperson is building a case for adding another representative. Which measure is most relevant?

A. The representative's preferred vehicle

B. Office furniture needs

C. Expected return on investment

D. Competitor advertising volume

88. Customer classification can help a salesperson:

A. Decide which customers are good people

B. Control customer decisions

C. Avoid lower-volume customers permanently

D. Prioritize sales effort based on customer potential and needs

89. Which practice best supports territory management?

A. Keeping accurate records of needs, purchases, commitments, and follow-up

B. Relying entirely on memory

C. Recording rumors as facts

D. Ignoring changes in customer circumstances

90. Which customer-service decision best balances the interests of the customer and the business when policy allows some discretion?

A. Approve every request regardless of circumstances

B. Consider correct product use and the financial impact on both sides

C. Always deny returns

D. Make the decision based only on commission

Section 10: Customer Development and Applied Sales Scenarios

91. Which is an example of value-added service from a salesperson or supplier?

A. Unrelated personal information

B. A refusal to answer questions

C. Useful educational resources and timely technical support

D. Avoiding customer contact after the sale

92. Which combination is important in direct sales?

A. Only low prices

B. Only frequent cold calls

C. Only detailed brochures

D. Strong customer relationships, quality offerings, and effective selling

93. How should a salesperson continue learning from existing customers?

A. Interact regularly, evaluate results, and share relevant best practices

B. Use one identical recommendation for everyone

C. Contact customers only when an order is overdue

D. Avoid asking about performance

94. When is it appropriate to ask a satisfied customer for a referral?

A. Before introducing yourself

B. After value has been established and the relationship supports the request

C. Before service is provided

D. Only after a complaint

95. A strong follow-up commitment should be:

A. Vague

B. Avoided

C. Specific about what will be done and when

D. Based only on salesperson convenience

96. What is the best practice for customer notes in a sales system?

A. Record rumors as facts

B. Include unrelated private information

C. Never update notes after the first sale

D. Keep notes factual, relevant, and useful for future service

97. Relationship selling is primarily focused on:

A. Solving customer needs and building long-term value

B. Maximizing one transaction regardless of fit

C. Avoiding post-sale contact

D. Presenting every offering to every customer

98. Which behavior reflects professional sales ethics?

A. Hide known limitations

B. Represent capabilities accurately and obtain correct information when uncertain

C. Promise unsupported results

D. Misstate a competitor's product

99. Which customer action most clearly indicates buying interest?

A. The customer refuses to discuss needs

B. The customer ends the conversation

C. The customer asks about delivery timing after agreeing the solution fits the need

D. The customer says the solution is irrelevant

100. Which sequence best reflects a strong agricultural sales conversation?

A. Ask for the order, present features, discover needs, handle objections

B. Discuss competitors, lower price, and end the call

C. Present every feature and avoid questions

D. Discover needs, listen, connect relevant benefits, address concerns, and ask for commitment