

**California FFA Association  
Agricultural Sales Career Development Event  
Written Test BANK 2024-2027**

1. In a skillful conversation what can be obtained from the customer?
  - a. Person-to-person communication
  - b. Useful information from the customer
  - c. Bringing the wandering attention of the customer back to the sale
  - d. All the above
2. Which answer defines “patronage buying motive?”
  - a. Buying from multiple stores or businesses
  - b. Buying from one store or business rather than another
  - c. Buying a specific product because a family member did
  - d. Buying from local stores and businesses
3. Which answer best defines a need?
  - a. Something that is considered a basic necessity
  - b. Something you desire but will live without
  - c. Something that everyone knows you want
  - d. Something you purchase for a function
4. Why would recognition be important to a customer?
  - a. The customer is given more confidence
  - b. The customer is given more opportunities
  - c. People want to be noticed and to gain approval from others
  - d. People develop a liking of the customer
5. How do buying motives play a role in a sale?
  - a. Buying motives are what the customer wants to buy
  - b. Buying motives are why customers buy
  - c. Buying motives are how the customer buys
  - d. Buying motives give the sales person an idea of what to recommend
6. Which of the following are types of buying motives?
  - a. Rational buying motives
  - b. Emotional buying motives
  - c. Product buying motives
  - d. All of the above
7. Why would a business offer a large selection of goods?
  - a. To aim at a larger share of shoppers
  - b. To give a good quality items to more shoppers
  - c. To offer more services than just a few
  - d. All of above
8. When would you use the credit close?
  - a. When charging something to someone's account
  - b. When someone uses their credit card to purchase
  - c. When they do not have a credit card and need to be pay later
  - d. When someone wants to put a down payment

9. The amount of dollars a business receives from the merchandise or services it sells is?
  - a. Net Profit
  - b. Sales
  - c. Gross Sales
  - d. Profit
10. What should you do to handle customer complaints?
  - a. Ask the customer for a solution
  - b. Look at the policy
  - c. Adjust selling point
  - d. Be upset
11. Which of the following is an acceptable method of negotiating the price objection?
  - a. Make price the focal point of your presentation.
  - b. Clarify the link between price and quality.
  - c. Focus on an individual product feature.
  - d. Lower the price if the customer balks.
12. Adding value with a cluster of satisfactions would be an effective way to deal with:
  - a. time resistance
  - b. adaptive selling
  - c. price resistance
  - d. third-party testimonials
13. What is the main purpose of a salesperson
  - a. Create customers
  - b. Make sales
  - c. Influence
  - d. Give prestige
14. Which of the following statements indicates the salesperson is using the survey approach?
  - a. "Would you be interested in a security system that is currently used by most major banks in America?"
  - b. "Tammy Williams, buyer for the Mayfield Company, has been very pleased with our line of drapes and suggested I arrange to show you our products."
  - c. "I am anxious to show you our newest copy machine."
  - d. "I want to study your traffic patterns to be sure that our product meets your needs."
15. The goal of prospecting is to build a qualified
  - a. Returning Customer
  - b. Union
  - c. Prospect base
  - d. And ideal Candidate
16. Customer satisfaction most likely arises from:
  - a. product price
  - b. the product itself
  - c. the company that makes or distributes the product
  - d. a combination of the product, company, and salesperson

17. How would a good salesperson utilize a customer strategy?
  - a. Create a customer plan
  - b. Create a conceived plan
  - c. Create a conceived plan that maximum customer responsiveness
  - d. Create a plan that gives the customer the whole idea of the product
18. What would be considered regular buying behavior?
  - a. Customers who buy goods and services for themselves
  - b. Customers who buy goods and services for households
  - c. Customers who buy goods and services for others
  - d. All of the above
19. Gross sales are the amount of
  - a. Profit left after subtracting the cost of merchandise and operating expenses
  - b. Dollars a business receives from investors
  - c. Profit left after paying all salespersons
  - d. Dollars a business receives from merchandise or services it sells
20. What is an example of a merchandise special
  - a. Product features
  - b. Discounted products
  - c. Added products
  - d. Product variation
21. What do most written proposals of a sale include?
  - a. Budget, Overview, Objective, Strategy, Schedule
  - b. Budget, Objective, Prospective Cost, Strategy, Schedule
  - c. Overview, Prospective Cost, Strategy, Objective, Potential Objections
  - d. Overview, Strategy, Rationale, Prospective Cost, Potential Objections
22. Which of the following is *not* a common source of prospects?
  - a. Websites
  - b. Centers of Influence
  - c. Newspaper Advertisement
  - d. Trade Shows or Special Events
23. Which of the following is *not* a type of buyer concern?
  - a. Time
  - b. Partnerships with other companies
  - c. Availability
  - d. Price
24. Full-Line Selling is also referred to as
  - a. Suggestion Selling
  - b. Proposal Selling
  - c. Advice Selling
  - d. Recommendation Selling
25. Which of the following is *not* a common method of negotiating buyer concerns?
  - a. Indirect Denial
  - b. Assertive Denial
  - c. Demonstration

- d. Superior Benefit
26. A form of personal selling that involves securing a connection with customers is called
- a. Alliance Selling
  - b. Bond Selling
  - c. Connective Selling
  - d. Relationship Selling
27. As defined in *Selling Today*, what does CSR stand for?
- a. Corporate Social Responsibility
  - b. Customer Service Representative
  - c. Customer Strategy Representative
  - d. Customer Sales Report
28. \_\_\_\_\_ travel to meet prospects and customers in their place of business or residence.
- a. Inside Salespeople
  - b. Outside Salespeople
  - c. Traveling Salespeople
  - d. External Salespeople
29. "I am very satisfied with my current supplier" is represented by which type of concern
- a. Source
  - b. Time
  - c. Need
  - d. Price
30. "Fifteen cases of olives will take up valuable space in my receiving room" is represented by which type of concern
- a. Price
  - b. Source
  - c. Time
  - d. Need
31. What are the four characteristics of a successful salesperson?
- a. Committed, healthy ego, listening skills, sense of humor
  - b. Determined, listening skills, intelligence, sense of humor
  - c. Professionalism, intelligence, respectable, persistence
  - d. Responsible, respectable, determined, kind
32. Who are the best prospects for your product or service?
- a. Active members of the products' industry
  - b. Referrals from clients
  - c. Current clients
  - d. Friends or acquaintances
33. What is one example of the spheres of influence?
- a. Current or rotating trends in the industry
  - b. Respected community members
  - c. The local family operated farm
  - d. The company's competitors
34. How should you approach providing benefits?
- a. Provide the customer with all product benefits

- b. Provide the customer with all of the facts behind a benefit
  - c. Provide the customer only with benefits of interest
  - d. Provide the customer with benefits only if they ask
35. How can you reduce resistance and customer concerns?
- a. Provide long and knowledgeable answers
  - b. Ask clarifying questions
  - c. Listen carefully
  - d. All of the above
36. What are the four communication styles?
- a. Detail seeker, results seeker, harmony seeker, excitement seeker
  - b. Harmony seeker, knowledge seeker, detail seeker, excitement seeker
  - c. Answer seeker, peace seeker, results seeker, detail seeker
  - d. Friendship seeker, risk seeker, detail seeker, harmony seeker
37. What is our impression of someone made up of?
- a. 38% visual, 55% vocal message, 7% visual
  - b. 12% verbal, 28% visual, 60% vocal message
  - c. 38% vocal message, 55% visual, 7% verbal
  - d. 28% vocal message, 60% verbal, 12%visual
38. How can you defrost a cold call?
- a. Deepen your voice
  - b. Call to confirm your appointment with the customer
  - c. Use a joke to create a positive mood
  - d. Create and follow a script
39. How should one act when dealing with a detail-seeker?
- a. Respect personal space
  - b. Keep yourself business-like
  - c. Give facts about the product to the customer
  - d. All of the above
40. What is the downfall of many sales people?
- a. Lack of rapport building
  - b. Lack of supplies
  - c. Lack of organization
  - d. Lack of knowledge
41. Which of the following questions is most relevant to qualifying a prospect?
- a. How long has the prospect been interested in the product?
  - b. Does the prospect know the firm's decision maker?
  - c. Can the prospect make the buying decision?
  - d. Can the prospect pay in cash for the purchase?
42. A term that refers to the buying behavior of individuals and a household who buy goods and services for personal consumption
- a. Buying Process
  - b. Consumer Buyer Behavior
  - c. Social Needs
  - d. Buying Center

43. A first-time purchase of a product or service is called a
- New-task buy
  - Modified rebuy
  - Buying processes
  - Buying center
44. This type of interaction involves person to person communications with a prospect. It is a process of developing relationships; discovering customers' needs; matching approximate products with these needs; and communicating benefits through informing, reminding or persuading.
- Consultative Selling
  - Direct Marketing
  - Advertising
  - Personal Selling
45. The ultimate goal of a "marketing concept" is:
- Product diversification
  - Customer Satisfaction
  - Brand Loyalty
  - Rising Profit Margin
46. The concept of a Marketing Mix is when a set of controllable, tactical marketing tools consists of everything that a business can do to influence the demand for its product. The many possibilities can be organized into four groups of variables. They are Product, price, place and \_\_\_\_\_.
- Personnel
  - Principle
  - Perfection
  - Promotion
47. When you attempt to communicate with another person, we communicate through facial expressions, voice tone, gestures, appearance, posture, and nonverbal other means. This is called:
- Nonverbal Messages
  - First Impressions
  - Unconscious Expectations
  - Self Tak
48. When a sale's person has the ability to collect information regarding the customer's needs and to respond appropriately, meaning, being able to alter sales behaviors in order to improve communication with different customers is:
- Communicative Style
  - Adaptive selling
  - Veristility
  - Style Flexing
49. The process of determining whether or not a proposal adds value to a sale.
- Product Development
  - A Written Proposal
  - Qualifying the Solution

- d. Product Configuration
50. A mutually shared answer to a recognized customer problem
- a. Solution
  - b. Benefit
  - c. Feature
  - d. Quality Control
51. When salespeople offer customers more than they expect and may not even know exists
- a. Potential Product
  - b. Expected Product
  - c. Generic Product
  - d. Value-Added Product
52. When salespeople begin to conceptualize a product that may remain to be done, that is, what possible aka look to explore new possibilities.
- a. Potential Product
  - b. Expected Product
  - c. Generic Product
  - d. Value-Added Product
53. When salespeople offer the basic, substantive product that is being sold.
- a. Potential Product
  - b. Expected Product
  - c. Generic Product
  - d. Value-Added Product
54. When salespeople offer everything that represents the customer's minimal expectations.
- a. Potential Product
  - b. Expected Product
  - c. Generic Product
  - d. Value-Added Product
55. A systematic approach involving a series of steps that enables a sales force to close more deals, increase margins and make more sales through referrals. Steps include Prospect, Qualified, Needs Analysis, Presentation, Negotiations, and Closed/Service.
- a. Sales Process Model
  - b. Account Analysis
  - c. Balanced Funnel
  - d. Pipeline Analytics
56. The process of managing all the prospects in the salesperson's sales funnel to ensure that sales objectives are being met
- a. Sales Process Model
  - b. Pipeline Management
  - c. Balanced Funnel
  - d. Pipeline Analytics
57. A term that refers to technologies, applications and practices for the collection, integration, analysis, and presentation of information to help salespeople keep up to date with clients, prospect data and drive business.
- a. Sales Data

- b. Social Network
  - c. Sales Intelligence
  - d. Account Analysis
58. The Presentation Strategy is a well conceived plan that includes the one of the following for a sales presentation:
- a. Establishing Objectives for the sales presentation.
  - b. Developing the pre-sale presentation plan needed to meet objectives.
  - c. Renewing one's commitment to providing outstanding customer service.
  - d. All of the above.
59. For a sales presentation, preparing presale objectives and developing a pre sale presentation plan is referred to as the:
- a. Preapproach
  - b. Approach
  - c. Action Objective
  - d. Presentation Strategy
60. When asking a potential customer questions, this type of question requires the prospect to go beyond a simple yes/no response:
- a. Probing Question
  - b. Open Question
  - c. Closed Question
  - d. Confirmation Question
61. When asking a potential customer questions, this type of question can be answered with a yes or no, or a brief response.
- a. Probing Question
  - b. Open Question
  - c. Closed Question
  - d. Confirmation Question
62. When asking a potential customer questions, this type of question can help you uncover and clarify the pain, implications, or circumstances surrounding the customer's buying problem.
- a. Probing Question
  - b. Open Question
  - c. Closed Question
  - d. Confirmation Question
63. When asking a potential customer questions, this type of question can be used throughout the sales process to verify the accuracy and assure a mutual understanding of information exchanged by the salesperson and the buyer.
- a. Probing Question
  - b. Open Question
  - c. Closed Question
  - d. Confirmation Question
64. A strategy in the sales process that influences the prospect's beliefs, attitudes or behavior and to encourage buyer action.
- a. Persuasive Presentation



- b. Showmanship
  - c. Emotional Link
  - d. Informative Presentation
65. A strategy in the sales process that emphasizes factual information often taken from technical reports, company-prepared sales literature, or written testimonials from persons who have use the product
- a. Persuasive Presentation
  - b. Showmanship
  - c. Emotional Link
  - d. Informative Presentation
66. When listing the cost to the buyer towards the end of a sale and explaining the savings to be achieved from the purchase:
- a. Return on Investment
  - b. Cost-Benefit Analysis
  - c. Proof Devices
  - d. Persuasion
67. It is stated that the best way to learn about a prospective customer is to chit-chat about the prospect's interests. This philosophy is known as:
- a. Building Rapport
  - b. Socializing
  - c. Engaging
  - d. Personalizing
68. During which stage of your sale is the best time to start "selling" by giving information about your product and service?
- a. Information Gathering Stage
  - b. Benefits & Features Stage
  - c. Closing the Sale Stage
  - d. At any Stage
69. Once a feature has been stated about your product, it is best to follow up with a:
- a. Claim
  - b. Fact
  - c. Transition
  - d. Additional features
70. If your Interview/sale has gone well and your prospect seems interested, the next step would be to:
- a. Initiate the close
  - b. Ask the customer if they would like to about it
  - c. Talk about additional products that don't relate to the customer
  - d. Give them a business card and tell them to call you when they are ready.
71. Some examples of Nonverbal communication during a sale would include:
- a. Eye Contact
  - b. Gestures
  - c. Posture

- d. All of the above
72. What are the 4 personality classifications of customers that need to be approached differently in sales situations?
- a. Retail Seekers, Results Seekers, Risk Seekers, & Harmony Seekers.
  - b. Detail Seekers, Results Seekers, Excitement Seekers, & Harmony Seekers.
  - c. Detail Seekers, Personality Seekers, Excitement Seekers, & Peace Seekers.
  - d. Problem Seekers, Results Seekers, Transactional Seekers, & Harmony Seekers.
73. When working with a customer who would be classified as a Harmony Seeker, you should:
- a. Be lively, energetic, and stimulating
  - b. Be exacting, specific, and detailed
  - c. Be prepared and brief
  - d. Speak slowly and be friendly/informal
74. When working with a customer who would be classified as a Results Seeker, you should:
- a. Be lively, energetic, and stimulating
  - b. Be exacting, specific, and detailed
  - c. Be prepared and brief
  - d. Speak slowly and be friendly/informal
75. A \_\_\_\_\_ is giving the prospect an opportunity to try the product without making a purchase commitment.
- a. Trial Close
  - b. Postponed Close
  - c. Stall
  - d. Trial Offer
76. When the best possible response is often an alternative solution, this is often referred to as:
- a. Logrolling
  - b. Stalling
  - c. Direct Denial
  - d. Indirect Denial
77. An indication, either verbal or nonverbal, that the prospect is preparing to make a buying decision is called a:
- a. Trial Close
  - b. Incremental Commitment
  - c. Closing Clue
  - d. Confirmation Step
78. This type of Close appeals to customers who are having difficulty making a decision even though they have been given plenty of information by outlining reasons to buy and not to buy.
- a. Balance Sheet Close
  - b. Multiple Options Close
  - c. Assumption Close
  - d. Summary-of-Benefits Close (Step-by-step close)

79. This type of Close is also known as the positive/negative technique and requires knowing the needs of the prospects well enough to turn their objections into your selling points.
- Balance Sheet Close
  - Impending Event Close
  - Assumption Close
  - Summary-of-Benefits Close (Step-by-step close)
80. This type of Close is a closing technique in which the salesperson takes for granted that the prospects agree with all that has been said in the presentation and that they will buy.
- Direct Appeal Close
  - Multiple Options Close
  - Assumption Close
  - Summary-of-Benefits Close (Step-by-step close)

**Questions 81-120: Dylan Weddle, Bear River FFA**

81. Which of the following is the primary goal of consultative selling?
- Closing the sale as quickly as possible
  - Building long-term relationships with customers
  - Focusing on product features
  - Maximizing commission for the salesperson
82. What is the "AIDA" model in sales?
- A process to handle objections
  - A sales technique based on understanding emotions
  - A framework for guiding a customer from awareness to purchase
  - A strategy for maximizing profit margins
83. In sales, what does the acronym CRM stand for?
- Consumer Research Management
  - Customer Relationship Management
  - Client Retention Method
  - Corporate Revenue Model
84. The "FAB" selling technique focuses on:
- Features, Advantages, and Benefits
  - Fast Approaches to Bargain Sales
  - Feedback, Attention, and Behavior
  - Functions, Actions, and Budgets
85. Which stage of the sales process involves actively listening to the customer to understand their needs?
- Closing
  - Prospecting
  - Presentation

D) Needs assessment

86. When handling objections, a salesperson should:
- A) Ignore the objection and continue with the presentation
  - B) Agree with the customer's objection immediately
  - C) Understand the objection, acknowledge it, and then address it
  - D) Dismiss the objection and try to close the sale
87. Which of the following is an example of a probing question?
- A) "What time works best for our meeting?"
  - B) "What challenges are you facing in your current system?"
  - C) "Would you prefer the basic or premium option?"
  - D) "How long do you expect to use this product?"
88. Which of the following is true about relationship selling?
- A) It is focused solely on transactional sales
  - B) It emphasizes building trust and long-term customer loyalty
  - C) It seeks to close as many sales as possible in a short time
  - D) It is most effective in high-pressure environments
89. Which of these is considered a benefit in the context of the FAB selling method?
- A) The product's size
  - B) The product's low cost
  - C) The time-saving feature of the product
  - D) The product's availability
90. When a salesperson is closing the sale, they are:
- A) Focusing on building rapport
  - B) Overcoming objections
  - C) Finalizing the purchase decision
  - D) Generating new leads
91. Which of the following best defines "sales cycle"?
- A) The time it takes from the first contact with a customer to closing the sale
  - B) The average number of leads in a salesperson's pipeline
  - C) The frequency of customer meetings during the sales process
  - D) The number of objections a salesperson must overcome
92. A "value proposition" is best described as:
- A) A discount offer to close a deal
  - B) A promise of high-quality customer service
  - C) A statement that explains why a product or service is valuable to the customer
  - D) A description of a salesperson's past sales achievements

93. Which of the following is the most important aspect of effective sales communication?
- A) Using technical jargon
  - B) Speaking confidently
  - C) Listening actively
  - D) Speaking quickly to save time
94. The "social style" model divides people into which of the following categories?
- A) Analytical, Driver, Amiable, Expressive
  - B) Product-focused, Solution-focused, Relationship-focused
  - C) Transactional, Consultative, Transformational
  - D) Direct, Indirect, Assertive, Passive
95. Which of the following is a key characteristic of the "driver" personality in the social style model?
- A) They are very detail-oriented and need facts
  - B) They value relationships and harmony
  - C) They focus on quick results and efficiency
  - D) They prefer long discussions and collaboration
96. Which is a typical characteristic of a consultative salesperson?
- A) They focus on making a sale at all costs
  - B) They take time to understand the customer's problems before offering a solution
  - C) They use high-pressure tactics to close the deal quickly
  - D) They only recommend products from their company
97. In a B2B (business-to-business) sales context, which of the following is most important during the sales presentation?
- A) Demonstrating how the product will enhance the buyer's own product or service
  - B) Focusing on emotional appeal rather than logic
  - C) Overemphasizing the features of the product
  - D) Offering discounts to make the deal more attractive
98. What is "cold calling"?
- A) Reaching out to existing customers to strengthen relationships
  - B) Calling prospective customers who have not previously expressed interest
  - C) Following up on leads generated from a trade show
  - D) Calling a customer who has already made a purchase
99. Which of the following is an example of an open-ended question?
- A) "Would you like to buy this product today?"
  - B) "How do you currently handle this issue in your business?"
  - C) "Are you interested in this option?"
  - D) "Do you prefer the blue or red version?"

100. A "lead" in sales refers to:
- A) A potential customer who has shown interest in a product or service
  - B) A salesperson who consistently meets their sales targets
  - C) A loyal customer who frequently purchases
  - D) A competitor offering similar products
101. What is the role of a sales funnel?
- A) To track the amount of revenue generated in a quarter
  - B) To help guide prospects through the sales process from awareness to decision
  - C) To categorize customers based on demographics
  - D) To increase the number of cold calls made
102. Which of the following is an example of a "trial close"?
- A) "Would you like to proceed with the purchase today?"
  - B) "How does this solution meet your needs so far?"
  - C) "What is your budget for this product?"
  - D) "Is this the right time to talk about your decision?"
103. What is the "SPIN" selling method?
- A) A framework for understanding customer needs through Situation, Problem, Implication, and Need-payoff questions
  - B) A strategy for upselling and cross-selling
  - C) A negotiation technique for finalizing price
  - D) A closing technique focused on urgency
104. When should a salesperson use the "feel, felt, found" method to handle objections?
- A) When a customer has a specific product feature preference
  - B) When a customer is uncertain or has a concern about the product
  - C) When closing the deal
  - D) When making an initial contact with a prospect
105. What is "relationship management" in the context of sales?
- A) Maintaining contact with customers only when you need to sell something
  - B) Regularly engaging with customers to foster long-term loyalty and satisfaction
  - C) Managing the sales process from lead generation to closing
  - D) Outsourcing customer service to reduce costs
106. Which of the following is a key benefit of using sales automation tools?
- A) Reducing the need for human interaction
  - B) Tracking customer interactions and streamlining follow-ups
  - C) Limiting the amount of data available to sales teams
  - D) Eliminating the need for personalized communication
107. What does "upselling" mean in a sales context?

- A) Offering the customer a lower-priced alternative
  - B) Suggesting a higher-priced version of the product or additional items
  - C) Persuading the customer to purchase a product on credit
  - D) Offering a bundled discount for multiple products
108. Which of the following is an example of a "soft close"?
- A) "I think you'll love this product. Would you like to go ahead and order now?"
  - B) "Are you ready to make a purchase today?"
  - C) "Does this sound like the right solution for your needs?"
  - D) "I can offer you a 20% discount if you act now."
109. In what scenario would a salesperson use a "loss leader" strategy?
- A) To persuade a customer to buy a product by offering it at a very low price
  - B) To sell high-ticket items with large margins
  - C) To provide customers with free trials of a product
  - D) To avoid customer objections about pricing
110. In the context of sales, what is a "gatekeeper"?
- A) A person who controls access to a decision-maker, such as an executive or manager
  - B) A salesperson who specializes in closing difficult deals
  - C) A customer who has shown interest but has not yet made a purchase
  - D) A colleague who assists in closing sales
111. What is the "buyer's remorse" phenomenon?
- A) The customer regrets making a purchase decision after the sale is completed
  - B) The customer experiences excitement about their purchase
  - C) The salesperson feels unsure about closing the deal
  - D) The salesperson faces rejection after a sales pitch
112. A "customer journey" refers to:
- A) The process customers go through from discovering a product to making a purchase and beyond
  - B) The time it takes to close a sale
  - C) The relationship between a customer and a competitor
  - D) The financial transaction history of a customer
113. Which of the following is an example of a "B2B" sale?
- A) A consumer buying a phone from a retailer
  - B) A company purchasing raw materials from a supplier
  - C) A person buying groceries at a supermarket
  - D) A customer signing up for an online course

114. What is the most effective way to deal with a prospect who repeatedly asks for a lower price?
- A) Immediately offer a discount to close the deal
  - B) Emphasize the value and benefits they will receive, not just the price
  - C) End the conversation and walk away
  - D) Explain that the price is non-negotiable
115. Which of the following is a disadvantage of using price-based selling?
- A) It focuses on the overall value of the product
  - B) It may undermine the perceived value and quality of the product
  - C) It emphasizes customer relationships over transaction size
  - D) It increases customer loyalty and repeat business
116. When conducting a post-sale follow-up, the salesperson should:
- A) Immediately try to upsell additional products
  - B) Ask for a referral or testimonial and ensure the customer is satisfied
  - C) Focus solely on selling new products
  - D) Only contact the customer when there is an issue with the product
117. "Negotiation" in sales typically refers to:
- A) Offering a discount to close the deal
  - B) Coming to an agreement that satisfies both parties' needs and interests
  - C) Promising quick delivery to secure the sale
  - D) Ensuring the customer buys as quickly as possible
118. Which of the following is an ethical consideration in sales?
- A) Misleading a customer about a product's capabilities to close the deal
  - B) Honoring commitments and providing accurate information to the customer
  - C) Using high-pressure tactics to secure a deal
  - D) Concealing product defects to make the sale
119. A "follow-up" in sales is important because:
- A) It allows the salesperson to check the progress of a customer's decision
  - B) It increases the price of the product
  - C) It is only necessary after a sale has been completed
  - D) It reduces the need for customer service interactions
120. In what way can a salesperson build rapport with a client?
- A) By focusing solely on product features and benefits
  - B) By making the client feel understood and valued through active listening and personalized service
  - C) By offering the lowest possible price immediately
  - D) By avoiding discussing the customer's needs or preferences



121. During your sales presentation, if you decide that your prospect is ready to close the sale, you should?
- Continue the sales presentation.
  - Close the sale.
  - Demonstrate the product.
  - Call the manager.
122. When a salesperson stops by to visit a prospect without an appointment or any prior knowledge of the prospect it is a:
- Cold call.
  - Rude call.
  - Local call.
  - Discovery call.
123. An attempt to close the sale at the earliest, most convenient point by making a closing statement is:
- A testimonial.
  - A feature/benefit statement.
  - An objection.
  - A trial close.
124. Involving the customer in demonstrations:
- Disrupts the customer's concentration and should be avoided.
  - Normally indicates a lack of sales ability.
  - Helps keep the customer's attention and appeal to their senses.
  - Is used when the close does not work.
125. A logo is a name, symbol, or trademark designed to:
- Indicate product price.
  - Inform a customer about product features.
  - Provide easy recognition of a product.
  - All of the above.
126. Which of the following best describes five mental stages of the buying process?
- Attention, interest, desire, conviction, action
  - Product, place, promotion, price, income
  - Cost, promotion, attention, desire, action
  - Attention, price, income, promotion, interest
127. The characteristic that most distinguishes professional sellers from non-professional ones is:
- Commitment
  - A healthy ego
  - Light-hearted enthusiasm
  - The skill of listening
128. The process of finding new customers is called:
- Recruiting
  - Prospecting
  - Telephone contacts
  - Aggressive selling

129. A skilled salesperson concentrates on performing three tasks. Which is NOT of these?
- Selling a product with high value
  - Providing product options to fill customer needs
  - Helping the customer to make a good decision
  - Determining a customer's needs
130. The number one principle of closing is that people buy from:
- People they trust
  - The seller with the cheapest product
  - The most convenient store
  - The store with longest hours
131. Asking questions is important:
- If the customer is a first time buyer.
  - To figure out the customer's needs and wants.
  - Only if not perceived by the customer as being too noseey.
  - Not necessary.
132. Defining the "target market" means:
- Stated goals in the business proposition
  - Plans for achieving marketing objectives
  - Identifying and selecting customers whom are the most likely to buy what is produced
  - Identifying and selecting customers who have the most money
133. Something that is not essential to the customer, but is desired is called a:
- Wish
  - Dream
  - Requirement
  - Want
134. Salespeople build \_\_\_\_\_ by listening to their customers, assessing customer needs, and organizing the company's effort to solve customer problems.
- perks
  - territories
  - perks
  - relationships
135. A marketing situation where there are many sellers of a product means that it is
- Easy for producers to raise prices to cover costs.
  - Difficult for producers to raise prices to cover costs.
  - A monopoly.
  - Easy to enter and exit the market as a producer
136. A salesperson should close the sale when the customer:
- Gives a buying signal.
  - Opens the door to the store.
  - Stops asking questions or stops talking.
  - Finishes writing the check.

137. Salespeople that specialize in selling only a portion of the company's products or lines are organized as a:
- Territorial sales force
  - Customer sales force
  - Product sales force
  - Multi-tasking sales force
138. Which is one of the reasons that personal selling can be more effective than advertising in complex selling situations?
- Personal selling can probe customers to learn more about their problems
  - Personal selling is cheaper on a per contact basis
  - Personal selling can reach more customers within a given period of time.
  - Personal selling can deal with inelastic demand.
139. A salesperson who wishes to help solve a customer's problem must first:
- Sell the product to the customer
  - Become a trusted person to the customer
  - Identify the problem
  - Make the customer understand the problem
140. For many companies, the "80/20 rule" refers to:
- 80 percent of the sales come from 20 percent of the customers
  - 80 percent of the costs are from the production and 20 percent of the costs are from selling the product
  - 80 percent of revenues cover costs and 20 percent cover profits
  - A salesperson should spend 80 percent of their time in face-to-face selling and 20 percent of their time on administrative selling tasks
141. Salespeople use social media to:
- Design web pages with product features
  - Learn to use administrative software
  - Create and maintain customer contact
  - Automate selling so they do not have to make client contact
142. Which of the following statements accurately describes value-added selling?
- Value-added selling has emerged as a response to the product strategy.
  - Value-added selling has emerged as a response to the customer economy
  - Value-added selling surfaced during the era of transactional selling
  - Value-added selling is only appropriate for services, not products.
143. Which of the following is most likely a danger of Internet usage in sales?
- Changing information about products
  - Sorting customer information with data mining
  - Providing customers with information about companies
  - Sending inappropriate emails to customers or to each other
144. A series of creative improvements in the sales process that enhance the customer experience is known as:
- Relationship modeling
  - Customer-oriented sales
  - value-added selling

- d. Managing relationships
- 145. Salespeople today are most likely encouraged by employers to to:
  - a. Build-long term partnerships with customers
  - b. Push products on customers for quick, short-term sales
  - c. Build careers that will translate across many industries
  - d. Focus more heavily on the product life cycle
- 146. Communication-style bias is most likely to occur when a salesperson:
  - a. Has a different communication style than a customer
  - b. Is unable to understand a customer's regional accent
  - c. Fails to use standard terms when describing products
  - d. Talks too quickly during most sales presentations
- 147. Throughout the sales presentation, it is usually best to:
  - a. Describe the weakness of competing products frequently
  - b. Discuss competing products even if you are unfamiliar with them
  - c. Avoid shifting attention away from your product to competing products
  - d. Refuse to answer any questions about competing products
- 148. Successful sales presentations convert product features into:
  - a. Closed sales
  - b. Buyer benefits
  - c. Product applications
  - d. Selling appeals
- 149. In terms of product knowledge, salespeople:
  - a. Can know too much of the products they sell
  - b. Are often better off appearing to be "in the dark" at times
  - c. Should provide prospects with limited product information
  - d. Cannot, generally, know too much about the products they sell
- 150. Which term refers to the decisions and activities that are intended to create and maintain a certain product concept in the customer's mind?
  - a. Feature dumping
  - b. Product positioning
  - c. Product configuration
  - d. Strategic marketing
- 151. Your ability to separate yourself and your product from that of your competitors is referred to as:
  - a. Positioning
  - b. Differentiation
  - c. Value processing
  - d. Product placement
- 152. Customer satisfaction most likely arises from:
  - a. Product price
  - b. The product itself
  - c. The salesperson who sells and services the product
  - d. A combination of the product, company and salesperson
- 153. A good way to determine a customer's satisfaction is to:

- a. Ask the customer questions about their needs
  - b. Find out what competitors are doing
  - c. Utilize a research database
  - d. Conduct training sessions
154. What is the most likely drawback of using too many technical terms during a sales presentation:
- a. A salesperson making a misstatement
  - b. The customer being too intimidated to purchase
  - c. The customer knowing more about the product than the salesperson
  - d. The customer asking the salesperson difficult questions that cannot be answered
155. The goal of selling strategies for new and emerging products is to:
- a. Encourage current customers to rebuy
  - b. Build desire for the product
  - c. Create customer relationships
  - d. Maintain consumer buying habits
156. In order for a customer to arrive at a buying decision, the salesperson should present the product according to:
- a. The individual customer's needs
  - b. The salesperson's point of view
  - c. The buyer profile based on industry research
  - d. A standardized procedure or presentation
157. Which influence on buying decisions is defined as a set of characteristics and social behaviors based on the expectation of others?
- a. Reference group
  - b. Social class
  - c. Role
  - d. Culture
158. Which of the following questions is most relevant to qualifying a prospect?
- a. How long has the prospect been interested in the product?
  - b. Does the prospect know the firm's decision maker?
  - c. Can the prospect make the buying decision?
  - d. Can the prospect pay in cash for the purchase?
159. What are the steps in order of the six-step presentation plan?
- a. Rehearsing, initial contact, presenting, demonstrating, closing and servicing
  - b. Approach, needs discovery, presentation, negotiation, close and servicing the sale
  - c. Custom fitting, presentation demonstration, negotiating, communication and closing
  - d. Initial contact, presentation, demonstration, communication, closing and servicing
160. Active listening involves:
- a. Indicating that you are paying attention to the speaker by giving verbal and nonverbal feedback
  - b. Saying "yes" and "I hear you" in response to the speaker
  - c. Nodding your head in rapid succession to indicate agreement with the speaker

- d. Agreeing with what the speaker is telling you
161. You should qualify your customer
- a. By observing the customer
  - b. By giving a selling statement
  - c. By listening to the customer
  - d. All of the above
162. You should not sell to people
- a. In the same room
  - b. In the same manner
  - c. With the same knowledge
  - d. With the same understanding
163. Effective salespeople are good
- a. Talkers
  - b. Explainers
  - c. Listeners
  - d. Persuaders
164. What are buying signals?
- a. Signs encouraging people to buy
  - b. A hint that a customer wants to leave the store
  - c. Clues that a customer is ready to buy
  - d. Notifications sent to sellers to reduce prices
165. When should you try an “approach” on a customer who is just looking around?
- a. Immediately, as soon as they walk in the door
  - b. After giving them a few minutes to browse and assess their interest
  - c. Only if they ask for help
  - d. Once they have left the store and come back later
166. How can you establish control of a sale?
- a. By talking more than the customer to dominate the conversation
  - b. By immediately pressuring the customer to make a purchase
  - c. By asking open ended questions and actively listening to the customer's needs
  - d. By focusing only on the price and discounts
167. Which is not a reason why people enter a store?
- a. To browse and gather ideas
  - b. To compare prices with other stores
  - c. to socialize with friends
  - d. to purchase a specific item
168. How do you determine what merchandise to show the customer?
- a. Show the newest item
  - b. show them the best product
  - c. Ask about their needs
  - d. Offer them the clearance section
169. What is the capacity for monitoring our own feelings and those of others, for motivating ourselves, and for managing our own emotions well in ourselves and in our relationships?

- a. emotional capacity
  - b. emotional intelligence
  - c. relationship capacity
  - d. relationship intelligence
170. What is an empathizer?
- a. Someone who feels bad for a peer going through hardships
  - b. Someone who provides advice for a peer going through a rough time
  - c. Someone with the ability to imagine themselves in the position of their peer, including understanding emotions
  - d. All of the above
171. Which of the following is NOT a key to a partnering relationship?
- a. The relationship is built on shared values
  - b. Both the salesperson and client are committed to the vision and agree on it
  - c. The role of the salesperson moves from selling to supporting
  - d. The salesperson and client have a personal relationship
172. What does CRM stand for?
- a. Customer resource management
  - b. Consumer relationship management
  - c. Consumer resource management
  - d. Customer relationship management
173. Which of the four key groups does this definition belong to?  
"High performance salespeople understand the importance of building relationships with the people who work with customers. In many selling situations, the first person the salesperson meets is a receptionist, a secretary, or an assistant to the primary decision maker. These persons can often facilitate a meeting with the prospect. Also, the prospect may involve other people in making the buying decision."
- a. Secondary decision makers
  - b. Customers
  - c. Company support staff
  - d. Management personnel
174. True or false: Your self-concept is the bundle of facts, opinions, beliefs, and perceptions about yourself that are present in your life every moment of every day.
- a. True
  - b. False
175. How can someone develop an improved self-concept?
- a. Focus on the future and stop being overly concerned with past mistakes or failures
  - b. Develop expertise in selected areas
  - c. Learn to develop a positive mental attitude
  - d. All of the above
176. What is character composed of?
- a. Personality, morals, responsibility
  - b. Morals, work quality, honesty
  - c. Honesty, integrity, moral strength

- d. Responsibility, determination, work quality
- 177. True or false: Verbal messages are more powerful than nonverbal messages
  - a. True
  - b. False
- 178. Which of the following is NOT an example of things to be avoided when displaying good etiquette?
  - a. The temptation to address a new prospect by first name
  - b. Offensive comments or stories
  - c. Leaving a clear, concise message via voicemail
  - d. Cell phone contempt
- 179. Which of the following is not a question to strategize face-to-face selling?
  - a. Who are my prospect's major customers?
  - b. What is the potential for use of my product?
  - c. Why is this customer worth sales time for the company?
  - d. What are potential objections this customer may use?
- 180. The sales process can be imagined as, and is often referred to as
  - a. Sales pyramid
  - b. Sales tunnel
  - c. Sales triangle
  - d. Sales spiral
- 181. Many sales people struggle heavily with the sales process of
  - a. Information gathering
  - b. Application of benefits
  - c. Objections
  - d. Closing the sale
- 182. Some sales tactics for building personal rapport include
  - a. Eye contact, asking questions, extended chatter
  - b. Eye contact, friendliness, chit-chat to a minimum
  - c. Businesslike, closed-off, professional
  - d. Sociable, informal, pleasant look
- 183. A good type of introductory question for rapport building to be used relevant to business would be
  - a. Asking about the weather
  - b. Compliment of attire/appearance
  - c. Something to bring up later in the conversation
  - d. Questions about the area of meet-up
- 184. An "Open Ended Question" is referred to as..
  - a. A question that will encourage the prospect to talk more
  - b. A question that gets the prospect off-track
  - c. A question that can be answered by a 'yes' or 'no'
  - d. A question that the prospect has trouble answering
- 185. Which of the following is NOT an example of an open question?
  - a. Do you have...
  - b. Please tell me about...



- c. Help me understand...
  - d. Give me an idea...
186. True or False: It is wise to suggest a sale during the information gathering phase.
- a. True
  - b. False
187. The four types of personality styles are...
- a. Detail Seekers, Results Seekers, Excitement Seekers, Harmony Seekers
  - b. Detail Seekers, Intuitive Seekers, Excitement Seekers, Benefit Seekers
  - c. Benefit Seekers, Harmony Seekers, Results Seekers, Excitement Seekers
  - d. Benefit Seekers, Results Seekers, Intuitive Seekers, Harmony Seekers
188. Detail-Seekers are considered
- a. Founders and creators
  - b. Highly competitive and risk takers
  - c. Analytical and logical
  - d. Patient and caring
189. What is the most common downfall of customers and telephone cold calls?
- a. Most people do not have cell phones
  - b. Most people don't answer phone calls
  - c. Most people are uncomfortable with information gathering over phone calls
  - d. Most people hang up during cold calls
190. Only \_\_\_% of referred leads eventually buy
- a. 35-45%
  - b. 45-65%
  - c. 60-80%
  - d. 75-95%
191. What is one of the major reasons that a telephone can qualify prospects rather than making a personal sales visit?
- a. Making personal sales visits has become expensive
  - b. Personal sales visits are less accessible
  - c. Phone calls can capture a wider range of prospects
  - d. Personal sales can agitate a prospect more easily
192. Which of the following is *NOT* a good guideline to begin a cold call?
- a. Have a clear objective before calling.
  - b. Strategize before calling.
  - c. Speak shyly
  - d. Be slightly tentative
193. Ideally, the salesperson should do ---% of the talking and the prospect should do the rest.
- a. 25%
  - b. 60%
  - c. 40%
  - d. 75%
194. Many people would rather stay with a mediocre establisher because
- a. People are afraid of change

- b. They don't need anything different or pricier
  - c. They already know the strengths and weaknesses of their current establisher
  - d. They already have personal connections with their current establisher
195. If the client sounds annoyed or impatient, it is said to assume
- a. You've asked too many questions
  - b. They don't want to go through with a sale
  - c. They have a personal vendetta against your company
  - d. They don't want to buy
196. Why should a telemarketer never use a word for word script?
- a. Avoiding sounding canned
  - b. To seem more personable
  - c. A script takes effort to memorize, which could be use for more productive sales preparation
  - d. To avoid forgetting a place in script
197. According to statistics, every \_\_\_\_ 'no's' leads to one 'yes' in sales
- a. 15
  - b. 10
  - c. 24
  - d. 40
198. What are business ethics?
- a. A set of principles that guide individuals in making personal financial decisions.
  - b. Rules established by the government to regulate corporate financial reporting.
  - c. A framework for assessing the profitability of different business ventures
  - d. Principles and standards that guide behavior in the world of business
199. Reciprocity in selling is:
- a. The obligation for customers to buy a product after receiving a discount or promotion.
  - b. A strategy where a salesperson matches the price of a competitor to secure a sale.
  - c. The principle where offering something of value to a customer creates an expectation of receiving something in return, such as a purchase or loyalty.
  - d. The process of exchanging goods and services directly without the involvement of money or other intermediaries.
200. Why does the sales manager play an important role in influencing the ethical behavior of salespeople.
- a. The sales manager is responsible for directly monitoring sales activities and ensuring that sales targets are met, regardless of the methods used.
  - b. The sales manager sets an example for the team by modeling appropriate behavior, enforcing ethical standards, and creating a culture where ethical decision-making is prioritized.
  - c. The sales manager's primary role is to ensure compliance with legal requirements, which automatically ensures that all salespeople behave ethically.
  - d. The sales manager's influence is limited to providing incentives and bonuses, which indirectly impacts the ethical behavior of salespeople.