

Michigan FFA State Ag Sales Contest Written Test – 2026 A - KEY

Select the best answer from the alternatives provided for each question.

1. **True or False: Of the following 2 items, which one matters more to the customer?**
 - a. Features
 - b. Benefits
2. **True or False: Sales training should be a one-time event, as skills learned do not need reinforcement.**
 - a. True
 - b. False
3. **True or False: Helping customers buy involves understanding their needs and guiding them to the best solution.**
 - a. True
 - b. False
4. **True or False: Effective selling is primarily about convincing customers to buy quickly.**
 - a. True
 - b. False
5. **What is the purpose of a pre-call plan in the sales process?**
 - a. To prepare for negotiation tactics
 - b. To finalize the sale
 - c. To outline objectives and strategies before meeting a customer
 - d. To train new salespeople
6. **Which step in the selling process involves identifying potential customers?**
 - a. Closing the sale
 - b. Prospecting
 - c. Handling objections
 - d. Follow-up
7. **What is the primary purpose of sales training?**
 - a. To develop product knowledge and selling skills
 - b. To teach salespeople how to manipulate customers
 - c. To reduce the number of sales calls
 - d. To increase the price of products
8. **Which training technique is effective for improving sales performance?**
 - a. Memorization of scripts
 - b. Reading sales manuals only
 - c. Ignoring customer feedback
 - d. Role-playing scenarios
9. **What role does product knowledge play in sales training?**
 - a. It is less important than charisma
 - b. It is essential for answering customer questions confidently
 - c. It should be avoided to keep the conversation casual
 - d. It is only necessary for technical products

10. Which characteristic is highlighted as vital for successful salespeople?

- a. Persistence and adaptability
- b. High-pressure tactics
- c. Avoiding customer questions
- d. Focusing solely on product features

11. An effective signal that a customer is ready to close?

- a. Silence or nodding during the presentation
- b. Asking detailed questions about delivery and payment
- c. Changing the subject abruptly
- d. Requesting more discounts immediately

12. What selling concept is considered a fundamental to the selling process?

- a. High-pressure sales tactics
- b. Ignoring customer objections
- c. Selling based solely on price
- d. Feature-benefit selling

13. What is an effective way to handle customer objections?

- a. Ignore the objections and continue the pitch
- b. Listen carefully and respond with relevant information
- c. Argue with the customer
- d. End the call immediately

14. True or False: The question, "How much does it cost?" is a great buying signal.

- a. True
- b. False

15. A salesperson should learn to ask _____ questions to the prospective and current customers to assure the salesperson understands the needs and wants of the customer.

- a. Assumptive questions
- b. Choice questions
- c. Open-ended probing questions
- d. Rhetorical questions
- e. Indirect questions

16. In "The 7 Steps of the Sales Process", what percent of sales are lost because a salesperson fails to close?

- a. 40%
- b. 50%
- c. 75%
- d. 80%
- e. 100%

17. Which of the following is NOT an objection?

- a. "I'll need to think about it."
- b. "It's too expensive."
- c. "Can it be delivered by Wednesday?"
- d. "Let me run it buy some other people before I decide."
- e. "Sounds good but I've already got one."

18. Which of these is NOT an active listening skill?

- a. Paraphrase
- b. Clarify
- c. Explaining
- d. Ask open ended questions
- e. They are all active listening skills

19. True or False: Beginning a sales meeting or call with a rehearsed presentation is the preferred way to begin when dealing with new clients.

- a. True
- b. False

20. Marketing mix includes the following:

- a. Person, product, place, promotion, price and packaging
- b. Person, product, price, place, and promotion
- c. Product, price, promotion, and people
- d. Product, price, place, promotion and packaging
- e. None of the above

21. What is the most frequent mistake made by new salespeople?

- a. Pushing too hard to get the sale
- b. Not pushing too hard enough to get the sale
- c. Failure to close the sale
- d. Ignoring a customer's needs or questions
- e. Assuming your friendship should secure the sale

22. A standard presentation format in sales is known as the "FAB Presentation". What does FAB stand for?

- a. Fast And Bold
- b. Features, Advantages, Benefits
- c. Factual, Agreeable, Believable
- d. Fits the Customer, Addresses a need, Benefits the Customer
- e. Funny, Attractive, Believable

23. From "The 12 Salespeople Farmers Buy From", which of the following is NOT one of the 12 listed?

- a. A salesperson who is an expert in his/her field
- b. A salesperson who is busy
- c. A salesperson that Listens & Pays Attention
- d. A salesperson who cares
- e. All are listed as "Salespeople Farmers Buy From"

24. True or False: It is useful to consider an objection as merely another form of a question.

- a. True
- b. False

25. Which of the following is a potential error in a sales presentation?

- a. Talked too much
- b. Listened too much
- c. Has a broad industry knowledge.
- d. Classified or qualified the potential buyer
- e. None of these are potential errors in a sales presentation