

**You are What you Look Like: Preparing the Product
Quiz**

- 1. A display that successfully builds sales:**
 - a. Utilizes signage to identify products and prices
 - b. Utilizes signage to identify the farm
 - c. Uses height and depth to create a sense of abundance
 - d. Has space for easier interaction with the consumer
 - e. Separates color to delineate each product and make it pop
 - f. Has a farmer sitting in a chair waiting to customers to approach him
 - g. Options a. – e.**
 - h. All of the above

- 2. When selling products that do not easily display, a farmer can utilize the following to build an eye-catching display:**
 - a. Pictures of the farm, animals, products, farm family
 - b. Samples
 - c. Large signboard with product and prices
 - d. All of the above**

- 3. What happens when a farmer sits behind his table at the farmers market?**
 - a. Customers will stop and ask him/her questions
 - b. Customers will wait on themselves
 - c. Customers will ignore the farmer and pass his table**

- 4. Asking probing questions when you engage with customers will help you to understand your customer better. Which of the following would be an example of a probing question?**
 - a. How are you doing today?
 - b. What are you planning to cook tonight?**
 - c. Have you sampled my cheese?

- 5. Upselling means that you are:**
 - a. Encouraging your customers to buy complementary products to what they are already purchasing**
 - b. Coercing your customers to buy your products
 - c. Telling the customer what you think they want to hear in order to get them to buy from you.