

Sales representative

 Test duration: 45 minutes  Difficulty level: Moderate



1. Which CRM feature is most critical for managing a long sales cycle with multiple touchpoints?

- A) Email tracking
- B) Lead scoring
- C) Pipeline management
- D) Social media integration

Correct answer: C) Pipeline management

2. When a prospect repeatedly says, "I need more time to think about it," which sales technique is best for moving the conversation forward?

- A) The assumptive close
- B) The summary close
- C) The urgency close
- D) The alternative close

Correct answer: B) The summary close

3. In a CRM system, what is the primary function of an "Opportunity" record?

- A) To track a potential deal with a specific probability of closing
- B) To store contact information for a lead
- C) To log customer service interactions
- D) To manage marketing campaigns

Correct answer: A) To track a potential deal with a specific probability of closing

4. What is the most effective way to handle a price objection from a potential customer?

- A) Offer an immediate discount to close the deal
- B) Reframe the conversation to focus on the value and ROI of the product
- C) Avoid discussing the price until the end of the conversation
- D) Suggest a cheaper alternative product

Correct answer: B) Reframe the conversation to focus on the value and ROI of the product

5. Which of the following best practices should be followed when composing a follow-up email after a sales meeting?

- A) Write a detailed summary of every point discussed in the meeting
- B) Keep the email concise, reiterate key benefits, and outline the next steps
- C) Attach the full presentation deck used in the meeting
- D) Wait at least a week before sending the follow-up

Correct answer: B) Keep the email concise, reiterate key benefits, and outline the next steps

6. When setting up automation in a CRM, which of the following would best streamline the follow-up process after a sales meeting?

- A) Creating a template for thank-you emails
- B) Setting a task reminder manually for each meeting
- C) Automating the creation of follow-up tasks based on meeting outcomes
- D) Using a calendar invite to schedule the next meeting

Correct answer: C) Automating the creation of follow-up tasks based on meeting outcomes

7. Which of the following is an advanced technique for closing a sale with a client who is indecisive due to numerous similar options in the market?

- A) Use the 'elimination close' by ruling out other options that don't meet specific criteria
- B) Offer a limited-time discount to create urgency
- C) Provide detailed case studies to demonstrate the success of similar clients
- D) Ask them directly which option they are leaning towards, why

Correct answer: A) Use the 'elimination close' by ruling out other options that don't meet specific criteria

8. How can a CRM system assist in improving customer retention rates?

- A) By automating the billing process
- B) By tracking and managing ongoing customer interactions and identifying upsell opportunities
- C) By automatically generating marketing content
- D) By reducing the need for direct customer communication

Correct answer: B) By tracking and managing ongoing customer interactions and identifying upsell opportunities

9. Which of the following best exemplifies the 'consultative selling' approach?

- A) Focusing on the product's price as the main selling point
- B) Engaging the client in a dialogue about their business challenges and tailoring the solution to meet those specific needs
- C) Offering frequent discounts to close deals
- D) Presenting a pre-packaged solution that fits most customers

Correct answer: B) Engaging the client in a dialogue about their business challenges and tailoring the solution to meet those specific needs

10. What is the primary advantage of using a CRM system in sales?

- A) It automates the sales process entirely
- B) It manages customer interactions and data, improving relationship management
- C) It replaces the need for direct communication with clients
- D) It eliminates the need for sales reports

Correct answer: B) It manages customer interactions and data, improving relationship management