

CCRM Practice Test Questions and Answers

1. What is the final step in conflict resolution?

- A) Ignoring the solution after it has been agreed upon
- B) Reviewing and ensuring the solution works
- C) Celebrating without addressing the root cause
- D) Postponing any actions

2. Why is client retention important in business?

- A) It allows companies to focus on sales only.
- B) It boosts profitability by maintaining existing clients
- C) It prevents companies from innovating.
- D) It reduces the need for customer service.

3. What is the first step in conflict resolution?

- A) Ignoring the issue
- B) Understanding the perspectives of all parties
- C) Taking sides immediately
- D) Avoiding further confrontation

4. What is an effective strategy for closing sales?

- A) Offering discounts without addressing objections.
- B) Pushing for a quick decision from the client.
- C) Addressing objections and providing clear next steps
- D) Focusing only on features, not benefits.

Answers: 1-B 2-B 3-B 4-C

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