

Certified Hospitality Sales Professional Practice Test Questions and Answers

1. What is the key to successful hospitality sales?

- A) Focusing only on price
- B) Understanding client needs and building relationships
- C) Aggressive sales tactics
- D) Avoiding customer contact

2. Which approach is most effective for group sales in hospitality?

- A) One-size-fits-all proposals
- B) Customized packages based on group requirements and budget
- C) Highest price proposals only
- D) Generic mass marketing

3. How should hospitality sales professionals handle customer objections?

- A) Ignore objections completely
- B) Listen actively, acknowledge concerns, and provide solutions
- C) Argue with the customer
- D) Immediately lower prices

4. What is important for maintaining client relationships in hospitality sales?

- A) Only contact clients when selling
- B) Regular follow-up, excellent service delivery, and proactive communication
- C) Focus on new clients only
- D) Avoid post-event contact

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

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