

Certified Sales Executive Practice Test Questions and Answers

1. What is the most important skill for a sales executive?

- A) Product knowledge only
- B) Active listening and relationship building
- C) Aggressive closing techniques
- D) Technical expertise

2. In the sales process, what does "qualifying a prospect" mean?

- A) Getting their contact information
- B) Determining if they have the need, authority, and budget to buy
- C) Scheduling a follow-up meeting
- D) Presenting the product features

3. Which sales methodology focuses on understanding the customer's decision-making process?

- A) SPIN Selling
- B) Challenger Sale
- C) MEDDIC
- D) All of the above

4. What is the primary purpose of a CRM system in sales?

- A) To automate all sales processes
- B) To manage customer relationships and track sales activities
- C) To replace sales representatives
- D) To generate invoices only

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

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