

# IS - Inbound Sales Certification Practice Test Questions and Answers

## 1. How does urgency impact sales conversion?

- A) It discourages customers from buying
- B) It encourages quick decision-making
- C) It has no impact on conversion rates
- D) It complicates the sales process

## 2. Why is customer segmentation important in CRM?

- A) To send the same message to all customers
- B) To tailor messaging for different customer groups
- C) To avoid data organization
- D) To eliminate the need for follow-ups

## 3. How does CRM automation improve sales efficiency?

- A) By reducing customer engagement
- B) By automating repetitive tasks and improving efficiency
- C) By limiting access to customer data
- D) By increasing manual data entry

## 4. Why is lead nurturing important in inbound sales?

- A) To rush the sales process
- B) To build relationships and address customer needs
- C) To avoid engaging with leads
- D) To sell only to new customers

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

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