

NAR Practice Test Questions and Answers

1. What is a SWOT analysis used for?

- A) Evaluating Strengths, Weaknesses, Opportunities, and Threats for strategic planning
- B) Analyzing financial statements
- C) Measuring customer satisfaction
- D) Setting employee performance goals

2. How should lost deals be handled?

- A) Analyze the reasons for loss, document lessons learned, and maintain the relationship
- B) Delete the record and move on
- C) Blame the prospect for not understanding the value
- D) Lower the price and try again immediately

3. How should a sales pipeline be managed?

- A) By tracking opportunities through defined stages with regular review and follow-up
- B) By focusing only on deals about to close
- C) By adding as many prospects as possible without qualification
- D) By letting deals progress naturally without intervention

4. When should a strategic plan be revised?

- A) When significant changes in the internal or external environment require adaptation
- B) Only at scheduled annual review meetings
- C) Never, strategic plans should be followed exactly as written
- D) Only when financial targets are missed

Answers: 1-A 2-A 3-A 4-A

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