

CUSTOMER SERVICE & SALES PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR
THE FULL VERSION STUDY GUIDE

<https://customerservicesales.examzify.com>



Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.

ALL RIGHTS RESERVED.

No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

SAMPLE

Table of Contents

Copyright	1
Table of Contents	2
Introduction	3
How to Use This Guide	4
Questions	5
Answers	9
Explanations	11
Next Steps	17

SAMPLE

Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

SAMPLE

- 1. Which of the following is NOT a way that body language can be used in retail?**
- A. To show customers that you are listening and understanding what they say.
 - B. To see if a customer is interested in a product you are telling them about.
 - C. To show customers you are eager to help them.
 - D. To determine if a customer can afford an item.
- 2. What does fulfillment mean?**
- A. Making sure customers are satisfied with their purchases.
 - B. Pulling stock items for customers who bought them online and will pick them up.
 - C. Customizing products in store.
 - D. Ordering products from distribution centers.
- 3. A customer returns a laptop computer and explains that one of the features is not working. The customer service associate is familiar with the features of the laptop. What should the associate do FIRST?**
- A. Offer the customer a refund or store credit.
 - B. Tell the customer that there have been problems with this computer model and that there may be a better one available.
 - C. Test the customer's computer and determine whether there is a problem with the feature.
 - D. Give the customer a detailed explanation of how to use the feature.
- 4. A couple enters a store and approaches an associate about buying a china cabinet. They have \$1,000 to spend. What should the associate do?**
- A. Suggest sale merchandise as a possible purchase.
 - B. Give the couple brochures with information on different products.
 - C. Direct the customer to the manager for further information.
 - D. Determine what the couple wants by asking questions.

5. A customer requests ABC brand, which is one of the most expensive in your store, but has no experience with other brands. What is the BEST action to take?
- A. Show the customer ABC brand TVs because that is what he is looking for.
 - B. Show the customer a promotional item that is priced well below ABC brand.
 - C. Explain that the store carries other brands that are comparable to ABC but priced lower.
 - D. State that ABC brand is overpriced and explained that the store has other brands that are more reasonably priced.
6. A customer appears to be browsing throughout your department. What would be your BEST approach for this customer?
- A. Welcome him and offer to serve him when he is ready.
 - B. Greet him and point him towards sale merchandise.
 - C. Acknowledge him and show him the new items that have just arrived in the store.
 - D. Leave the customer to his shopping as he appears to be doing fine on his own.
7. Which method demonstrates the BEST way to avoid the loss of a sale based on the customer's cost constraints?
- A. Continue speaking about the product's benefits until the customer consents to purchasing everything offered.
 - B. Do not mention the total cost until the end of the sale in order to keep the customer focused on benefits.
 - C. Keep the customer's budget in mind by offering only what is needed and suggest other items for future consideration.
 - D. Review the customer's needs and explain why all accessories and services should be purchased at the same time.
8. If total sales were \$3,000 and total hours worked were 32, what is the sales per hour?
- A. \$350.00
 - B. \$25.00
 - C. \$94.00
 - D. \$112.00

- 9. It is lunchtime and you answer the phone at a quick-service restaurant while a customer is paying. What is the BEST way to answer the call?**
- A. Say The Pizza Store. May I put you on hold? Then wait for an answer.
 - B. Say Good afternoon, The Pizza Store. May I put you on hold? Then wait for an answer.
 - C. Say Hold, please. Then get back to the phone as quickly as possible and apologize for the delay.
 - D. Say Thank you for calling The Pizza Store. Then place the customer on hold and get back to the phone quickly.
- 10. Which of the following is NOT a disruption of the customer loyalty life cycle?**
- A. The customer decided to look at competitors for a better price.
 - B. Product quality is lower than the customer expected.
 - C. The customer did not have a good customer service experience.
 - D. The customer felt the music was too loud in the store.

SAMPLE

Answers

SAMPLE

1. D
2. B
3. C
4. A
5. C
6. A
7. C
8. C
9. B
10. D

SAMPLE

Explanations

SAMPLE

1. Which of the following is NOT a way that body language can be used in retail?

- A. To show customers that you are listening and understanding what they say.
- B. To see if a customer is interested in a product you are telling them about.
- C. To show customers you are eager to help them.
- D. To determine if a customer can afford an item.**

Body language in retail is about nonverbal signals that support communication with the customer—showing you're listening, indicating interest, and conveying a readiness to help. Nodding, open posture, and appropriate eye contact communicate attentiveness, helping customers feel understood and more comfortable sharing needs. You can also sense engagement by cues like leaning in or maintaining attention as you describe options, guiding how you tailor your approach. But using body language to determine whether a customer can afford an item isn't appropriate or reliable; it can lead to biased assumptions and makes customers uncomfortable. Instead, focus on understanding needs and budget through respectful questions and clear pricing, and offer suitable options within what they indicate. So the approach that tries to read affordability from body language isn't a valid use of nonverbal cues in retail.

2. What does fulfillment mean?

- A. Making sure customers are satisfied with their purchases.
- B. Pulling stock items for customers who bought them online and will pick them up.**
- C. Customizing products in store.
- D. Ordering products from distribution centers.

Fulfillment is the process of turning a customer order into a ready-to-deliver item. It involves locating the right items in inventory, pulling them from stock, packing and labeling them, and preparing them for shipment or for pickup in-store. In this context, pulling stock items for customers who bought online and will pick them up directly completes the order and makes it ready for the customer to collect, which is precisely what fulfillment entails. The other activities—ensuring customer satisfaction, customizing products, or ordering from distribution centers—are related to broader store operations, but they don't describe the act of completing a specific customer order.

3. A customer returns a laptop computer and explains that one of the features is not working. The customer service associate is familiar with the features of the laptop. What should the associate do FIRST?

- A. Offer the customer a refund or store credit.
- B. Tell the customer that there have been problems with this computer model and that there may be a better one available.
- C. Test the customer's computer and determine whether there is a problem with the feature.**
- D. Give the customer a detailed explanation of how to use the feature.

The essential step is to verify the issue by testing the feature on the customer's actual device. By reproducing the problem, you determine whether there is a true defect, or if the issue is due to settings, user error, or a temporary glitch. This hands-on check provides concrete evidence: what feature, under which conditions, what the customer did, and what happened. With that verified information, you can then decide the appropriate remedy—repair, replacement, upgrade, or refund—and communicate it confidently. Skipping the test and jumping straight to a refund, blaming the model, or lecturing on usage can lead to unnecessary refunds or misdiagnoses and erode trust. So the first action is to test the computer to confirm whether the feature is really not working.

4. A couple enters a store and approaches an associate about buying a china cabinet. They have \$1,000 to spend. What should the associate do?

- A. Suggest sale merchandise as a possible purchase.**
- B. Give the couple brochures with information on different products.
- C. Direct the customer to the manager for further information.
- D. Determine what the couple wants by asking questions.

Matching options to the customer's stated budget is a smart sales move. Since the couple has a clear spending limit of \$1,000 for a china cabinet, the associate should present sale-priced merchandise that fits within that budget. This shows respect for their finances, provides concrete choices they can actually consider, and increases the chance of closing the sale by offering options they can afford right away. If they're interested in higher-end pieces after seeing the sale options, the associate can explore those later, but starting with budget-aligned choices keeps the conversation productive and demonstrates value. Giving brochures is helpful for information, but it doesn't actively guide the customer toward a purchase within their budget. Directing the customer to the manager adds unnecessary friction. Asking questions to determine needs is valuable, but the immediate step that moves toward a sale in this scenario is presenting sale merchandise that fits the \$1,000 limit.

5. A customer requests ABC brand, which is one of the most expensive in your store, but has no experience with other brands. What is the BEST action to take?

- A. Show the customer ABC brand TVs because that is what he is looking for.
- B. Show the customer a promotional item that is priced well below ABC brand.
- C. Explain that the store carries other brands that are comparable to ABC but priced lower.**
- D. State that ABC brand is overpriced and explained that the store has other brands that are more reasonably priced.

When a customer asks for an expensive brand but has no experience with others, the best move is to guide them toward informed options by presenting other brands that offer similar features at a lower price. This respects their interest while giving them a authentic comparison, helping them see value beyond a single brand. By explaining that there are comparable choices at different price points, you demonstrate knowledge, build trust, and empower the customer to decide based on what best fits their needs and budget. It also opens the door to demonstrations or side-by-side comparisons, which can make the decision easier. Choosing only the expensive option or pushing a cheaper item without context can feel biased or rushed, and saying a brand is overpriced can damage trust; the neutral, helpful approach of offering comparable alternatives keeps the conversation customer-centric and focused on finding the best fit.

6. A customer appears to be browsing throughout your department. What would be your BEST approach for this customer?

- A. Welcome him and offer to serve him when he is ready.**
- B. Greet him and point him towards sale merchandise.
- C. Acknowledge him and show him the new items that have just arrived in the store.
- D. Leave the customer to his shopping as he appears to be doing fine on his own.

The best approach is to acknowledge the customer and let them know you're available to help when they're ready. This approach respects their browsing pace while signaling you're attentive and approachable. A friendly greeting paired with a non-intrusive offer to assist creates a comfortable shopping environment: they know support is nearby if they want it, but they're free to continue exploring on their own. This approach is more effective than immediately directing them to sale merchandise, which can feel pushy or push attention toward promotions before you know what they're looking for. It's also more balanced than highlighting new arrivals right away, which can interrupt their current focus or come off as pressuring them to switch attention. And it's better than leaving them to shop alone, which might make them feel neglected or unsure whether help is available. A quick, natural way to implement it is to greet with warmth and simply state you're available if they need anything, inviting them to ask for help when they're ready.

7. Which method demonstrates the BEST way to avoid the loss of a sale based on the customer's cost constraints?
- A. Continue speaking about the product's benefits until the customer consents to purchasing everything offered.
 - B. Do not mention the total cost until the end of the sale in order to keep the customer focused on benefits.
 - C. Keep the customer's budget in mind by offering only what is needed and suggest other items for future consideration.**
 - D. Review the customer's needs and explain why all accessories and services should be purchased at the same time.

The main idea here is aligning your offer with the customer's budget by prioritizing what's needed now and leaving room for future purchases. This approach respects the cost constraints, reduces price-related hesitation, and keeps the sale moving forward. By delivering only essentials and suggesting additional items later, you demonstrate listening, build trust, and create an immediate value proposition that the customer can approve without feeling overwhelmed. It also sets up a natural path for future upsells once the customer experiences the value, rather than risking pushback from trying to close too much at once. The other methods tend to pressure the customer, hide or delay cost information, or overwhelm with too many add-ons, all of which can trigger resistance and lead to losing the sale.

8. If total sales were \$3,000 and total hours worked were 32, what is the sales per hour?
- A. \$350.00
 - B. \$25.00
 - C. \$94.00**
 - D. \$112.00

Calculating a rate means dividing total results by the total time. Here, total sales are \$3,000 and total hours are 32, so the sales per hour is $3,000 \div 32 = 93.75$ dollars per hour. Since the options are in whole dollars, you'd round to the nearest dollar, which gives \$94 per hour. That's why the answer around \$94 is the best match. The other amounts don't fit because they don't equal the computed rate of 93.75 dollars per hour.

9. It is lunchtime and you answer the phone at a quick-service restaurant while a customer is paying. What is the BEST way to answer the call?
- A. Say The Pizza Store. May I put you on hold? Then wait for an answer.
 - B. Say Good afternoon, The Pizza Store. May I put you on hold? Then wait for an answer.**
 - C. Say Hold, please. Then get back to the phone as quickly as possible and apologize for the delay.
 - D. Say Thank you for calling The Pizza Store. Then place the customer on hold and get back to the phone quickly.

When answering while a customer is being helped, the opening should be warm, identify the store, and clearly set expectations about placing the caller on hold. The best approach uses a time-appropriate greeting, states the business name, and asks for permission to put the caller on hold. This shows respect for the customer on the phone and the customer in front of you, and it lets the caller know you'll return to them once you've attended to the other transaction. Saying "Good afternoon, The Pizza Store. May I put you on hold? Then wait for an answer" does exactly that: it greets the caller politely with the time of day, identifies the store, and requests consent before placing the call on hold, then you wait for their response. This avoids surprises and keeps the caller informed. Other options fall short because they skip or rush the hold step or omit the time-of-day greeting, which can feel abrupt or unprofessional. For example, starting with just the store name or with "Hold, please" missing a consent cue can come across as rude or push the caller into hold without warning. Similarly, offering the hold and then acting immediately without waiting for the caller's response can create confusion or frustration.

10. Which of the following is NOT a disruption of the customer loyalty life cycle?
- A. The customer decided to look at competitors for a better price.
 - B. Product quality is lower than the customer expected.
 - C. The customer did not have a good customer service experience.
 - D. The customer felt the music was too loud in the store.**

The question tests what kinds of experiences tend to disrupt a customer's loyalty cycle. Loyalty is built on perceived value, consistent quality, and trusted service. When a customer encounters a better price from a competitor, or notices product quality falling short of expectations, or has a poor service experience, these directly shake trust and the will to repurchase or advocate. In those cases, the customer reevaluates the relationship with the brand and may move away. Loud music in the store, while it can affect comfort or mood, does not inherently alter perceptions of value, product quality, or service effectiveness. It's an ambiance issue that might influence the shopping experience, but it isn't a core driver that disrupts loyalty decisions the way price, quality, and service do. So it's the option that does not disrupt the loyalty lifecycle.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://customerservicesales.examzify.com>

We wish you the very best on your exam journey. You've got this!

SAMPLE