

DiscoverOrg Sales Certification Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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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

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- 1. What feature in DiscoverOrg helps users track changes in company data?**
 - A. Company reviews and testimonials**
 - B. Alerts and notifications for data changes**
 - C. Monthly email newsletters**
 - D. Interactive webinars**

- 2. DealPredict suggests ____ when looking at your search results.**
 - A. A and C**
 - B. B and D**
 - C. A and B**
 - D. A and D**

- 3. Which of the following can you do using the DiscoverOrg Google Chrome Extension?**
 - A. View contact information while on a prospects LinkedIn page**
 - B. Ability to push a record to CRM/ MAT/ SDR tool with just 1 click**
 - C. View relevant scoops associated with the company**
 - D. Analyze market trends through AI-driven insights**

- 4. What is a key advantage of utilizing the DiscoverOrg database?**
 - A. Access to outdated information**
 - B. Connection with tire-kick leads**
 - C. Comprehensive firmographic data**
 - D. Unlimited user access**

- 5. What should be included in the 80% portion of the 10/80/10 email template?**
 - A. A brief summary of the proposal**
 - B. Personalized connection content**
 - C. Call to action**
 - D. Information about the company**

- 6. Which of the following describes a subscription in DiscoverOrg?**
- A. A recurring reminder for data updates**
 - B. A feature to automate sales calls**
 - C. A way to monitor competitor activities**
 - D. A service for retrieving customer feedback**
- 7. To receive daily or weekly email updates about a Company, Employee, or Scoop, users can do which of the following?**
- A. Follow a company**
 - B. Save and Subscribe**
 - C. Both Follow a company and Save and Subscribe**
 - D. Only Save**
- 8. What type of information can be directly viewed while using the DiscoverOrg tool on LinkedIn?**
- A. Company revenue details**
 - B. Contact information**
 - C. Industry news updates**
 - D. Employee satisfaction ratings**
- 9. Which of the following criteria is available when customizing DealPredict for a Target Buyer Profile?**
- A. Job Seniority Level**
 - B. Company Revenue**
 - C. Industry Type**
 - D. Market Value**
- 10. How does DiscoverOrg facilitate informed decisions for international market penetration?**
- A. By providing basic product information**
 - B. By delivering extensive global company data**
 - C. By focusing only on local markets**
 - D. By minimizing data accessibility**

Answers

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

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Explanations

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1. What feature in DiscoverOrg helps users track changes in company data?

- A. Company reviews and testimonials**
- B. Alerts and notifications for data changes**
- C. Monthly email newsletters**
- D. Interactive webinars**

The feature that assists users in tracking changes in company data is the alerts and notifications for data changes. This functionality is crucial for sales professionals, as it enables them to stay updated on recent developments within target companies. Alerts can notify users of significant changes such as leadership shifts, new funding rounds, mergers, acquisitions, or any other alterations that could impact their sales strategies or existing relationships. By leveraging this feature, users can react promptly to changes and adjust their outreach or engagement tactics accordingly. In contrast, company reviews and testimonials, while valuable for understanding customer sentiment and brand reputation, do not provide real-time updates on company data. Monthly email newsletters may offer insights and updates but are not as immediate or actionable as alerts. Interactive webinars can enhance knowledge and skills but do not serve as a tool to track changes in company information.

2. DealPredict suggests _____ when looking at your search results.

- A. A and C**
- B. B and D**
- C. A and B**
- D. A and D**

DealPredict enhances the search experience by providing insights that allow sales professionals to make more informed decisions based on predictive analytics. Specifically, it suggests two key aspects when assessing search results: potential deal value and the likelihood of closing those deals. By considering the potential deal value, sales professionals can prioritize their efforts based on the financial impact each opportunity might have on their pipeline. The likelihood of closing is equally vital, as it helps team members focus on opportunities with a higher probability of success, thereby increasing efficiency and effectiveness in their sales strategy. Both of these aspects—potential deal value and likelihood of closing—work synergistically to provide a more comprehensive view of search results, leading to better decision-making in their sales processes. This approach aligns with the goal of maximizing revenue and effectively managing the sales pipeline.

3. Which of the following can you do using the DiscoverOrg Google Chrome Extension?

- A. View contact information while on a prospects LinkedIn page**
- B. Ability to push a record to CRM/ MAT/ SDR tool with just 1 click**
- C. View relevant scoops associated with the company**
- D. Analyze market trends through AI-driven insights**

The DiscoverOrg Google Chrome Extension enables users to enhance their prospecting efforts directly within their web browser. One of its primary functionalities is to view contact information while navigating a prospect's LinkedIn page, making it easier for sales professionals to obtain valuable data without leaving the site. This feature is especially useful as it allows users to gather information seamlessly while researching potential clients, which can facilitate more informed and immediate outreach. The focus of this functionality lies in enhancing the user experience while on platforms like LinkedIn, where the context of information is critical for making connections and understanding potential leads. The integration into LinkedIn makes it a highly efficient tool for professionals who rely on direct engagement with prospects based on current insights.

4. What is a key advantage of utilizing the DiscoverOrg database?

- A. Access to outdated information**
- B. Connection with tire-kick leads**
- C. Comprehensive firmographic data**
- D. Unlimited user access**

The choice of comprehensive firmographic data as a key advantage of utilizing the DiscoverOrg database is significant. This data includes detailed information about companies, such as their size, industry, location, revenue, and employee count. Having access to such extensive firmographic insights enables sales and marketing professionals to better target their outreach efforts, tailor their messaging to specific industries or company sizes, and ultimately enhance their overall strategy for lead generation and account-based marketing. Utilizing robust firmographic data helps organizations identify their ideal customers more effectively, allowing them to prioritize leads that are more likely to convert. Accurate and up-to-date information is crucial in making informed decisions and optimizing sales processes, which is why this feature of the DiscoverOrg database stands out as a major advantage. By leveraging comprehensive firmographic data, users can significantly improve their targeting and engagement efforts.

5. What should be included in the 80% portion of the 10/80/10 email template?

- A. A brief summary of the proposal**
- B. Personalized connection content**
- C. Call to action**
- D. Information about the company**

The 80% portion of the 10/80/10 email template is crucial for establishing a rapport with the recipient and creating a personalized connection. This section should focus on content that resonates with the individual, leveraging insights about their interests, challenges, or professional background. By including personalized connection content, you engage the recipient on a more meaningful level, demonstrating that you understand them and their needs. This approach increases the likelihood of capturing their attention, fostering a stronger relationship, and setting the stage for any subsequent information or proposals presented in the email. The other choices, while relevant in their own right, do not align as closely with the objective of the 80% section. A summary of the proposal or company information might be more suitable for the 10% or 10% sections that focus on the specific offering or closing the email. Similarly, a call to action is imperative but fits within the concluding part of the email, which aims to prompt a response or engagement. Hence, focusing on personalized connection content is key for the majority of the email, allowing for effective communication and relationship building.

6. Which of the following describes a subscription in DiscoverOrg?

- A. A recurring reminder for data updates**
- B. A feature to automate sales calls**
- C. A way to monitor competitor activities**
- D. A service for retrieving customer feedback**

A subscription in DiscoverOrg refers to a recurring reminder for data updates. This functionality allows users to receive consistent alerts and notifications about changes and updates in the data that they are interested in. By subscribing, individuals can stay informed about important developments relevant to their sales or marketing efforts, ensuring that they have the most current and accurate information at their fingertips. Such updates might include changes in company information, new contacts, or any significant shifts in the marketplace that could affect their strategy. The other choices present features that, while potentially relevant to sales and marketing activities, do not accurately define the primary function of a subscription in DiscoverOrg. For instance, automating sales calls, monitoring competitor activities, or retrieving customer feedback are associated with other tools or functionalities that serve different purposes in the sales ecosystem. By focusing on the benefits of a subscription as a means to obtain regular data updates, it becomes clear why this choice aligns strongly with what DiscoverOrg offers.

7. To receive daily or weekly email updates about a Company, Employee, or Scoop, users can do which of the following?

A. Follow a company

B. Save and Subscribe

C. Both Follow a company and Save and Subscribe

D. Only Save

The correct answer is the combination of following a company and saving and subscribing. By both following a company and utilizing the save and subscribe feature, users can ensure that they receive timely updates via email about various aspects of that company, including news, employee changes, or other significant developments. When users follow a company, they express their interest in staying informed about its activities, which can initiate notifications and updates directly related to that entity. In parallel, saving content and subscribing enhances this capability by allowing users to receive structured email updates, further personalizing the information they receive based on their specific interests. This collaborative approach between following and subscribing enriches the user's experience by providing a streamlined flow of pertinent information, thus ensuring they remain informed about important changes and news regarding the companies or employees they are monitoring.

8. What type of information can be directly viewed while using the DiscoverOrg tool on LinkedIn?

A. Company revenue details

B. Contact information

C. Industry news updates

D. Employee satisfaction ratings

The DiscoverOrg tool is designed to enhance the sales and marketing processes by providing users with comprehensive and detailed information about companies and contacts. When using DiscoverOrg in conjunction with LinkedIn, users can directly access contact information, which includes details such as email addresses, phone numbers, titles, and roles of key decision-makers within organizations. This capability is crucial for sales professionals looking to connect directly with potential leads and gain insights into the right contacts to approach. While company revenue details, industry news updates, and employee satisfaction ratings are valuable pieces of information, they are generally not available for direct viewing through the DiscoverOrg interface on LinkedIn. Instead, the focus is primarily on facilitating connections through accurate and accessible contact information, making it easier for users to engage with prospects effectively. This targeted access helps streamline outreach efforts and improve lead generation strategies.

9. Which of the following criteria is available when customizing DealPredict for a Target Buyer Profile?

- A. Job Seniority Level**
- B. Company Revenue**
- C. Industry Type**
- D. Market Value**

When customizing DealPredict for a Target Buyer Profile, a critical criterion that can be utilized is Job Seniority Level. This parameter is essential because it helps identify decision-makers within an organization who have the authority or influence to engage in purchasing decisions. By focusing on Job Seniority Level, users can ensure their targeting is specific and advantageous, reaching individuals whose roles align with the interests of the products or services being offered. In targeting profiles, moderating the outreach based on where a potential buyer stands within the organizational hierarchy can significantly improve engagement and conversion rates. It allows sales teams to tailor their messaging and approach based on the responsibilities and typical use cases related to that level, thereby increasing the effectiveness of their sales strategy. While Company Revenue, Industry Type, and Market Value are also important metrics for understanding market dynamics and segmentation, they do not directly relate to the individual roles and levels within organizations as specifically as Job Seniority does.

10. How does DiscoverOrg facilitate informed decisions for international market penetration?

- A. By providing basic product information**
- B. By delivering extensive global company data**
- C. By focusing only on local markets**
- D. By minimizing data accessibility**

DiscoverOrg plays a pivotal role in aiding organizations with international market penetration by delivering extensive global company data. This comprehensive data suite includes key information about potential customers, industry trends, market dynamics, and competitive insights across diverse regions. Such detailed and expansive datasets empower businesses to conduct thorough analysis and devise strategic plans tailored to specific international markets. Access to extensive global company data equips sales teams and decision-makers with the knowledge required to identify promising markets, understand customer preferences, and segment target audiences effectively. This depth of information facilitates informed decision-making, helping organizations optimize their go-to-market strategies, allocate resources efficiently, and ultimately increase their chances of success in new territories. In contrast, other options fall short in providing the necessary insight required for international expansion. Basic product information does not encompass the breadth of data needed to understand complex international markets, while focusing only on local markets restricts the scope of analysis and opportunities available. Additionally, minimizing data accessibility would hinder the decision-making process rather than enhance it. Therefore, the provision of extensive global company data is crucial for organizations aiming to successfully penetrate international markets.

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://discoverorgsalescert.examzify.com>

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

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