

US Sales Level 100 Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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Questions

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- 1. Which of the following statements is true regarding screen height?**
 - A. The screen height depends on the closest viewer**
 - B. The closest viewer should be seated no closer than 2x the height of the screen**
 - C. The farthest viewer should be seated no further than 6x the height of the screen**
 - D. Audience members should always sit directly in front of the screen**
- 2. The color of lighting used at an event can affect how a person interacts with the message. Is this statement true or false?**
 - A. True**
 - B. False**
 - C. Only in large venues**
 - D. Only with presentations**
- 3. Which feature allows attendees to access resources like handouts during an event?**
 - A. Event Schedule**
 - B. Speaker Profiles**
 - C. Download Handouts**
 - D. Feedback Form**
- 4. Can the discount playbook in Ecliptic be filtered by venue and seller?**
 - A. True**
 - B. False**
 - C. Only by venue**
 - D. Only by seller**
- 5. Is it true that in-person and virtual appointments should be documented in the CRM account?**
 - A. False**
 - B. True**
 - C. This is optional**
 - D. Only if virtual**

- 6. Which of the following is an essential aspect of the 'Mutual Closing Agreement' stage?**
- A. Finalizing payment methods**
 - B. Agreeing on terms and conditions**
 - C. Training staff for the event**
 - D. Collecting customer feedback**
- 7. What information does the ECET use to determine event profitability?**
- A. Revenue generated by the event**
 - B. Cost to execute the event**
 - C. Both revenue and cost**
 - D. Participant satisfaction scores**
- 8. What is an effective way to handle customer objections during a sales interaction?**
- A. Ignore the objection and continue with the presentation**
 - B. Ask open-ended questions to gain more understanding**
 - C. Provide a discount to resolve the objection**
 - D. Rush through the objection to keep the sale moving**
- 9. Are all digital signs offered by Encore interactive?**
- A. Yes**
 - B. No**
 - C. Only half are interactive**
 - D. Depends on the event**
- 10. Which feature(s) of ChimeLive are available to an event attendee?**
- A. View Speaker Information**
 - B. Provide Feedback**
 - C. Event Schedule**
 - D. All of the above**

Answers

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

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Explanations

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1. Which of the following statements is true regarding screen height?

- A. The screen height depends on the closest viewer**
- B. The closest viewer should be seated no closer than 2x the height of the screen**
- C. The farthest viewer should be seated no further than 6x the height of the screen**
- D. Audience members should always sit directly in front of the screen**

The statement regarding screen height that is accurate focuses on the proper seating distance for the closest viewer. This guideline is based on ensuring that viewers have an optimal experience without straining their eyes or missing details on the screen. When the closest viewer is seated at a distance of no closer than twice the height of the screen, it ensures that the viewer can comfortably take in the entire image without needing to move their head excessively or squint to see fine details. This principle is particularly important for larger screens where being too close could lead to a distorted view or discomfort. Proper seating placement is crucial in settings such as theaters, classrooms, and conference rooms where visual clarity and audience comfort are essential for effective viewing. By adhering to this guideline, designers and planners can create an environment that enhances viewer experience, allowing for optimal engagement with the content being presented.

2. The color of lighting used at an event can affect how a person interacts with the message. Is this statement true or false?

- A. True**
- B. False**
- C. Only in large venues**
- D. Only with presentations**

The statement is true because the color of lighting can significantly influence a person's emotional response and perception of a message during an event. Different colors evoke distinct feelings; for example, blue light can create a calming effect, while red can generate excitement or alertness. This psychological impact can enhance or detract from the effectiveness of the message being communicated. Effective use of lighting in an event can help set the mood, draw attention, and reinforce key themes, making it an essential element in the overall presentation strategy. This understanding applies across various settings, not just large venues or specific types of presentations, emphasizing the universal role of lighting in communication, regardless of the scale or format of the event.

3. Which feature allows attendees to access resources like handouts during an event?

A. Event Schedule

B. Speaker Profiles

C. Download Handouts

D. Feedback Form

The feature that allows attendees to access resources like handouts during an event is the option to download handouts. This feature provides attendees with the ability to access important materials presented during the event, enabling them to review information at their own pace and refer back to the handouts for notes or additional details. By facilitating easy access to these resources, it enhances the overall learning experience and ensures that participants have the necessary tools to gain the most from the event. In contrast, while the event schedule provides attendees with information on the timing and sequence of sessions, it does not directly offer access to any materials. Speaker profiles may introduce attendees to the background and expertise of the presenters but do not serve as a resource for handouts. Lastly, feedback forms are meant for collecting attendee opinions and responses after the event but do not provide access to the resources needed during the event itself. Hence, the download handouts feature is specifically designed to address this need.

4. Can the discount playbook in Ecliptic be filtered by venue and seller?

A. True

B. False

C. Only by venue

D. Only by seller

The discount playbook in Ecliptic can indeed be filtered by venue and seller, allowing users to tailor their search for discounts based on these specific criteria. This filtering capability enhances the user experience, as it enables sales personnel to focus on the most relevant discounts that apply to their particular venue or are associated with specific sellers. By utilizing both filters, users can streamline their processes, ensuring they are only viewing discounts that are pertinent to their current sales strategy or engagement. This level of customization supports more effective decision-making in sales operations, leading to potentially higher conversion rates and better allocation of resources.

5. Is it true that in-person and virtual appointments should be documented in the CRM account?

A. False

B. True

C. This is optional

D. Only if virtual

Documenting both in-person and virtual appointments in the CRM account is crucial for maintaining accurate and comprehensive customer records. This practice allows sales teams to track interactions with clients, evaluate the effectiveness of their communication strategies, and follow up appropriately based on customer needs. By recording details from these appointments, sales professionals can better understand client preferences, priorities, and history, which aids in building stronger relationships. Furthermore, having a complete record makes it easier for team members to collaborate and ensure continuity in customer interactions, as anyone in the organization can access the same information. Ensuring that both types of appointments are documented helps in analyzing sales growth and customer engagement over time, allowing for adjustments in strategy as necessary. Therefore, it's essential to treat both in-person and virtual meetings with the same level of importance in terms of CRM documentation.

6. Which of the following is an essential aspect of the 'Mutual Closing Agreement' stage?

A. Finalizing payment methods

B. Agreeing on terms and conditions

C. Training staff for the event

D. Collecting customer feedback

The 'Mutual Closing Agreement' stage is crucial because it focuses on finalizing a shared understanding between the seller and the buyer regarding the specific terms and conditions of the deal. This stage represents a pivotal moment in the sales process, where both parties confirm their commitments and clarify expectations about products or services being offered. By reaching an agreement on terms and conditions, both parties ensure that they align on key aspects such as pricing, delivery timelines, warranties, and any other contractual obligations. This mitigates potential misunderstandings or disputes later on, leading to a smoother transaction process. In contrast, while finalizing payment methods, training staff, and collecting customer feedback are important in the broader context of sales and customer engagement, they do not constitute the core essence of the Mutual Closing Agreement. The focus of this stage is primarily on establishing the foundational agreement that lays the groundwork for the successful execution of the sale.

7. What information does the ECET use to determine event profitability?

- A. Revenue generated by the event**
- B. Cost to execute the event**
- C. Both revenue and cost**
- D. Participant satisfaction scores**

The correct choice highlights that both revenue and costs are essential factors in determining the profitability of an event. To assess profitability accurately, it is crucial to analyze the total revenue generated by the event in relation to the total costs incurred during its execution. Revenue provides insight into the income generated from ticket sales, sponsorships, merchandise, and any other sources, while the cost includes all expenses associated with planning and running the event, such as venue rental, staffing, marketing, and materials. By examining both revenue and costs together, organizations can calculate the net profit or loss, giving a clear picture of the event's financial health. This dual perspective is foundational in financial analysis and decision-making, enabling event planners to understand whether their efforts resulted in a beneficial financial outcome or required adjustments for future events. When considering the other options, while participant satisfaction scores are important for the overall success and reputation of an event, they do not directly affect the calculation of profitability. Focusing solely on revenue or costs independently does not provide a complete view of financial performance, as it's the interplay between these two elements that ultimately determines whether the event was profitable.

8. What is an effective way to handle customer objections during a sales interaction?

- A. Ignore the objection and continue with the presentation**
- B. Ask open-ended questions to gain more understanding**
- C. Provide a discount to resolve the objection**
- D. Rush through the objection to keep the sale moving**

An effective way to handle customer objections during a sales interaction is to ask open-ended questions to gain a deeper understanding of the customer's concerns. This approach is essential because it encourages dialogue and allows the salesperson to uncover the root causes of the objections. By asking questions, the salesperson not only validates the customer's feelings but also gathers valuable information that can be used to tailor responses or adjust the sales pitch accordingly. Engaging the customer in this manner helps foster trust and rapport, demonstrating that their opinions are valued and that the salesperson is willing to listen. Moreover, this method opens the door for the salesperson to provide relevant information or alternatives that specifically address the customer's concerns, ultimately leading to a more persuasive and effective sales conversation.

9. Are all digital signs offered by Encore interactive?

- A. Yes
- B. No**
- C. Only half are interactive
- D. Depends on the event

The correct answer is that not all digital signs are offered by Encore as interactive. This acknowledges that while Encore may provide a range of digital signage solutions, only a subset of those may be designed to have interactive features. Digital signs can come in various forms, including static displays, basic information boards, and more advanced interactive installations. The differentiation matters because businesses often look for specific functionalities based on their needs, and knowing that not all offerings are interactive allows customers to assess whether Encore's product lineup meets their requirements. It also implies that customers should inquire about which specific signs feature interactivity if that's a key element they are seeking. Understanding this distinction can help students grasp the nuances of product offerings in a sales context, illustrating the importance of clearly communicating product capabilities and features.

10. Which feature(s) of ChimeLive are available to an event attendee?

- A. View Speaker Information
- B. Provide Feedback
- C. Event Schedule
- D. All of the above**

An event attendee using ChimeLive has access to several features that enhance their experience during the event. One of the main advantages of platforms like ChimeLive is that they offer comprehensive engagement tools for attendees. Viewing speaker information is crucial as it allows attendees to learn about the background and expertise of the speakers, which can enrich their understanding of the content being presented. Additionally, the ability to provide feedback is important for gathering insights into attendee experiences. Feedback helps event organizers understand what aspects of the event were successful and identifies areas for improvement in future events. The event schedule plays a significant role as well, giving attendees an outline of the sessions, times, and durations of various activities throughout the event. This ensures that participants can plan their time effectively and engage in the sessions that interest them the most. Since all these features—viewing speaker information, providing feedback, and accessing the event schedule—are integral components of an attendee's experience, the correct response is that all of these features are indeed available to an event attendee using ChimeLive.