

Certified Client Relationship Manager Practice Test Questions and Answers

1. What is the most important aspect of effective client relationship management?

- A) Maximizing sales revenue immediately
- B) Understanding and addressing client needs and expectations
- C) Minimizing client contact time
- D) Focusing only on new client acquisition

2. How should a client relationship manager handle a dissatisfied client?

- A) Avoid the client until they calm down
- B) Listen actively, acknowledge concerns, and work toward solutions
- C) Immediately offer discounts to end the conversation
- D) Transfer the client to another manager

3. What is a key metric for measuring client relationship success?

- A) Number of phone calls made
- B) Client retention rate and satisfaction scores
- C) Time spent in meetings
- D) Number of business cards collected

4. Which communication strategy is most effective for building long-term client relationships?

- A) Only contacting clients when problems arise
- B) Regular, proactive communication and value-added interactions
- C) Sending only promotional materials
- D) Communicating exclusively through automated systems

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

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