

SSC Practice Test Questions and Answers

1. What is a 'latent objection'?

- A) An objection that arises after the contract is signed
- B) A concern the buyer has but has not yet expressed, often surfacing later as a reason not to buy
- C) An objection about a product feature that is no longer available
- D) A written formal complaint from a customer

2. What is the 'sales funnel' concept?

- A) A tool for routing inbound phone calls to sales reps
- B) A visual model showing how a large pool of prospects narrows down to a smaller number of closed customers through each stage
- C) A database of all potential leads in a market
- D) A script structure for a sales presentation

3. What is 'the nibble' in negotiation?

- A) A small concession that a buyer requests after the main deal is agreed upon
- B) A very small trial order
- C) A technique to reduce price incrementally
- D) An initial low-ball offer

4. What is 'trigger-based prospecting'?

- A) Prospecting based on seasonal promotions
- B) Using specific events — like a company's funding round, new hire, or product launch — as timely reasons to reach out
- C) Sending outreach only when competitors lose a customer
- D) Cold calling all companies in a specific ZIP code

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

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