

# Sales Enablement Certification Practice Test Questions and Answers

## 1. What is the primary goal of sales enablement?

- A) To provide sales teams with the tools, content, and training needed to sell effectively
- B) To reduce sales team size
- C) To eliminate customer interactions
- D) To focus only on product development

## 2. Which component is essential for effective sales enablement?

- A) Content management, training programs, and sales analytics
- B) Only advertising campaigns
- C) Only price reductions
- D) Only social media presence

## 3. What is sales content management in enablement?

- A) Organizing and distributing relevant sales materials to support buyer conversations
- B) Creating entertainment content for employees
- C) Managing office supplies
- D) Scheduling meeting rooms

## 4. How does sales enablement impact business results?

- A) Improves sales productivity, shortens sales cycles, and increases win rates
- B) Only increases operational costs
- C) Only affects marketing metrics
- D) Has no measurable impact

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

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