Practice Exam Questions

# Hubspot Sales Software

EXAMAIDES

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**Total Question: 122 QAs**

Question No: 1
All of the following tools can be used to capture inbound leads, EXCEPT for:
A. Email templates
B. Messages
C. Prospects
D. Lead flows
Answer: A

Question No: 2
Which of the following is the HubSpot tool that shows you which companies have visited your website?
A. Email templates
B. Messages
C. Prospects
D. Lead flows
Answer: C

Question No: 3
All of the following are true about forms and lead flows EXCEPT:
A. Submissions from lead flows and forms both appear on the contact timeline.
B. Lead flows collect more detailed information than forms.
C. Forms usually have more fields than lead flows.
D. Lead flows appear on top of the page while forms are embedded in the page.
Answer: B

Question No: 4
Which of the following is the easiest way to create a new contact record?
A. Importing contacts from a spreadsheet
B. Adding a contact to the company record
C. Logging emails in the CRM
D. Manually creating a contact record
Answer: C

Question No: 5
There are two main differences between forms and lead flows. One is that forms are embedded on the page while lead flows appear on top of the page. What's another difference?
A. Lead flows typically collect more information than forms.
B. Lead flows allow people to chat with you in real time.
C. Lead flows can only be added to blog posts, but forms can be added to any page.
D. Forms typically collect more information than lead flows.
Answer: D

Question No: 6
Which of the following is NOT a recommended best practice for the messages tool?
A. Make sure the message pane appears on every page of your website.
B. Set your availability for the times of day when you'd prefer to chat.
C. Customize your welcome message to be relevant to the page it appears on.
D. Start by making the messages pane visible to all website visitors and then restrict it later if you receive more chat requests than you can respond to.
Answer: A

Question No: 7
You see that a particular company has visted your website several times in the past few days, so you decide to call them. A receptionist answers the phone. Which of the following would be the BEST way to proceed?
A. Describe the benefits of your offering and try to get the receptionist's buy-in. Then ask to be referred to the appropriate buyer.
B. Try again later. Receptionists rarely have purchasing authority, and it's important to focus on speaking to qualified people.
C. Say, "Hi, I sell [product]. Can you please direct me to the person who can help me with that?"
D. Say, "Hi, my name is [name], and I'm calling from [company]. We've received a number of inquiries on our website from someone at your company, but they didn't leave a name. We provide [product]. Do you know who at your organization would be looking into that right now?"
Answer: D

Question No: 8
True or false? If a lead flow only asks for a visitor's email address, that's enough information to create a useful record in the CRM.
A. True. An email address is enough information for the CRM to create a contact record where you'll be able to see a full history of the pages that the visitor has viewed on your website. The CRM may also be able to find company information about the person and create a company record based on their email domain
B. True. If a person provides an email address, you'll be able to send them an email to ask for more information. This is also a good opportunity to find out what products they're interested in and attempt to make a sale.
C. False. An email address without a name is meaningless. At a minimum, your lead flows should collect name and email.
D. False. Lead flows should collect as much information as possible about a visitor. You should have a goal of having 5 to 10 fields in each lead flow.
Answer: A

Question No: 9
In HubSpot CRM, what’s the relationship between contacts and companies?
A. There is no relationship between Contacts and Companies
B. A contact record becomes a company record when you associate multiple people with it.
C. A company record can be associated with multiple contacts
D. Contacts and companies are the same in HubSpot CRM.
Answer: C

Question No: 10
You've been researching XYZ Inc. and discover that someone at the company has viewed your pricing page, so you give them a call. You talk to the receptionist, Johnny. You ask who in the company might be investigating your solution. Johnny says he doesn't know for sure but that he can ask around and get back to you. He also says that Mariah Opensky would probably be the person to make that decision, but she's currently on vacation. What's the BEST way to record this in the CRM?
A. Keep XYZ Inc.'s company record, but don't add any contacts until you know for sure who was viewing your pricing page.
B. Add Johnny as a contact because that's who you talked to, and associate him with XYZ Inc.'s company record. Mention Mariah in a note, but don't add her as a contact because you haven't contacted her yet.
C. Add Johnny and Mariah as contacts, and associate them both with XYZ Inc.
D. Add Mariah as a contact because she's the decision maker, and associate her with XYZ Inc.'s Company record. Mention Johnny in a note on the company record, but don't add him as a contact because he isn't a decision maker.
Answer: C

Question No: 11
The buyer–seller relationship has changed dramatically in the past 20 years. This is PRIMARILY because:
A. Buyers have so many distractions that they need more frequent contact to help them through the buying process.
B. Buyers spend less time at home, making door-to-door sales and cold calling less effective.
C. The internet has shifted the power in the buying process from the seller to the buyer.
D. Economic changes have made buyers more cautious.
Answer: C

Question No: 12
Where do your team's interactions (phone calls, emails, etc.) with contacts appear inside HubSpot CRM?
A. Under the "Interactions" tab
B. On the contact's timeline
C. On the profile of the rep who contacted them
D. In contact properties
Answer: B

Question No: 13
Which of the following statements is true?
A. Sellers should focus on being helpful because buyers are powerless and need help to buy.
B. In the past, sellers had more power than buyers, but now buyers have more power than sellers.
C. The buyer has always had more power than the seller.
D. Buyers cannot move through their buyer's journey without the help of a seller.
Answer: B

Question No: 14
This training has contrasted the traditional way of doing sales with a new way, known as "inbound sales." Which of the following BEST describes what makes inbound selling different from other sales techniques?

A. Inbound selling focuses on getting buyers to act on the seller's timetable.
B. Inbound selling focuses on attracting buyers and meeting them on their own terms.
C. Inbound selling focuses on sending emails rather than making phone calls.
D. Inbound selling focuses on standardized emails and call scripts.
Answer: B

Question No: 15
What information shows on the timeline of a company record?
A. All of the interactions you've had with any contact at the company.
B. Only the interactions that you've manually added to it.
C. A countdown to the Close Date of all associated deals.
D. Company records don't have timelines.
Answer: A

Question No: 16
How can you find all of the contacts who don't have a value in a particular property?
A. Add a filter for that property and set it to "Is Unknown."
B. Add a filter for that property and enter "NULL" (in all capitals).
C. Add a filter for that property and leave it blank.
D. Don't add a filter for that property
Answer: A

Question No: 17
How can you share saved filters with other team members?
A. All saved filters are automatically shared with all team members.
B. When saving your filters, you have the option of sharing the filters with everyone or with just your team.
C. By adding a filter for HubSpot Owner and adding the team members you want to share the view with.
D. By checking the "Invite team members" box next to the saved filter's name.
Answer: B

Question No: 18
True or false? When you change the displayed properties in the "About" section of a contact record, that change automatically carries through to all contact records in the CRM.
A. True. Changing this section affects how contacts are displayed for all users.
B. True. Changing this section affects how all contacts are displayed for you.
C. False. This section needs to be changed on each individual record.
D. False. This section's layout is hardwired in the system and cannot be changed.
Answer: B

Question No: 19
Which of the following is a benefit of keeping your contacts' Lead Status property up to date?
A. You can filter your contacts based on how recently you've contacted them.
B. You can set reminders for yourself to follow up.
C. It ensures that the Deal Forecast will be as accurate as possible.

D. You can filter your contacts based on how active they are in the buying process.
Answer: D

Question No: 20
Fill in the blanks. Good email templates increase _____ without sacrificing ____.
A. sales, time
B. efficiency, personalization
C. deal value, close rate
D. response rate, efficiency
Answer: B

Question No: 21
Which of the following is FALSE about sales emails?
A. The content should focus more on the buyer's needs than the seller's needs.
B. Many messages get marked as spam based solely on their subject line.
C. Personalization is an important key to success when writing to prospects.
D. Typically, buyers prefer a phone call to receiving an email.
Answer: D

Question No: 22
Email templates in HubSpot Sales must have all of the following EXCEPT:
A. Recipient
B. Name
C. Subject
D. Body
Answer: A

Question No: 23
When writing the body of an email template, it's important to include all of the following EXCEPT:
A. Personalization tokens
B. Fill-in-the-blank areas
C. Static text
D. Details about previous interactions
Answer: D

Question No: 24
This morning you were supposed to have a meeting with one of your contacts, but they didn't show up. You want to send them an email to encourage them to reschedule. Instead of writing the email from scratch, you decide to make an email template you can use again in the future. Now you need to figure out what the template should say. Which of the following is the BEST way to look for ideas?
A. Look for marketing content on your website that gives information about a product the contact might be interested in.
B. Search Google for email templates that have worked well for other sales professionals.
C. Check your sent folder for emails you've sent in the past that have successfully helped people reschedule

meetings they missed.
D. Scroll through the timeline on the contact record for the person who missed the meeting and look for specific details about them to include in the template.
Answer: C

Question No: 25
Which of the following pieces of information would be the BEST fit for a fill-in-the-blank area in an email template?
A. A reference to a blog post your recipient recently published
B. The recipient's first name
C. Your standard elevator pitch
D. All of the above
Answer: A

Question No: 26
Which of the following is a best practice for email subject lines?
A. Keep it short in case the contact views it on a mobile device.
B. Always have at least one exclamation point.
C. Use your elevator pitch as the subject line.
D. Add as much detail as possible, so the recipient knows what's in the email.
Answer: A

Question No: 27
Which of the following is true about an email template's name?
A. Individual templates don't have names.
B. The name is automatically generated by HubSpot and cannot be changed.
C. The template's name is the same as its subject line, so it needs to be short, clear, and focused on the recipient's needs.
D. The name is only visible internally, so it should be whatever makes the most sense to you and your team.
Answer: D

Question No: 28
Your team just hired a new sales rep, and you're coaching them on how to create a good email template. They ask you how to figure out the purpose of a template. What advice should you give them?
A. "Every email you send should encourage your contacts to buy, so focus on pitching our offering most aligned with their needs."
B. "Every email you send should help your contacts in some way, so focus the email on what you're trying to help them do."
C. "Email templates needs to be relevant to as many people as possible, so keep the purpose as vague as possible."
D. "Every email you send should ask your contacts to commit to something, so always include some kind of request in the message."
Answer: B