

Objective Assessment Test for the Sales Applications Engineer

Section 1: Instructions for using the Objective Assessment Test Guide during the selection process

For the Test Taker

- This is an objective selection test consisting of multiple-choice questions, true or false statements, fill in the blanks, and a short scenario.
- Read each question or scenario carefully and select the best answer or option based on the information provided.
- For multiple-choice questions, select the letter corresponding to your chosen answer (A, B, C, or D).
- For true or false statements, select either "True" or "False" based on your understanding of the statement.
- For fill in the blanks, choose the most appropriate option from the given choices and write the corresponding letter in the blank space provided.
- For the short scenario, read the scenario and select the best option from the multiple-choice answers provided.
- Answer all questions to the best of your ability.
- There is only one correct answer for each question or scenario.
- Once you have completed the test, review your answers if time permits. Do not leave any question unanswered. If you are unsure, make your best guess.

Instructions for Test Managers:

- Provide a copy of the objective selection test to each test taker.
- Clearly communicate the instructions and ensure that the test takers understand the format of the test.
- Inform the test takers about the time limit for the test, if applicable.
- Remind the test takers to answer all the questions and not to leave any question unanswered.
- Monitor the test-taking process to ensure fairness and prevent any misconduct.
- Once the test is completed, collect the answer sheets or test papers from the test takers.
- Evaluate the answers and calculate the scores based on the correct responses. Please refer to the answer key for the test as provided in Section 3 of this document.
- Communicate the results to the relevant parties or individuals involved in the selection process, if applicable.
- Ensure the confidentiality of the test results and maintain the integrity of the selection process.
- Use the test results as part of the decision-making process for selecting the suitable candidate(s) for the position
- Remember, the objective selection test is designed to assess the candidates' knowledge and understanding based on the given job description.

Section 2: Objective Assessment test For Sales Applications Engineer

Multiple Choice Questions

1. Which of the following is a key responsibility of a Sales Applications Engineer?
 - a) Managing inventory levels
 - b) Developing marketing campaigns
 - c) Providing technical support and solutions to customers
 - d) Handling financial transactions

2. What is the purpose of collaborating with other teams in a sales applications engineering role?
 - a) To increase sales targets
 - b) To gather customer feedback
 - c) To design solutions based on requirements
 - d) To schedule customer meetings

3. What is the primary function of a Sales Applications Engineer in customer meetings?
 - a) Negotiating contract terms
 - b) Delivering sales presentations
 - c) Troubleshooting customer applications
 - d) Providing technical support to the sales team

4. What is the importance of staying up-to-date with industry trends and technologies in this role?
 - a) To ensure compliance with legal and regulatory requirements
 - b) To increase customer satisfaction
 - c) To provide technically sound solutions
 - d) To manage inventory effectively

5. Which competency is required for identifying and resolving technical issues in this role?

- a) Communication skills
- b) Time management skills
- c) Analytical and problem-solving skills
- d) Sales negotiation skills

True and False Statements

6. The Sales Applications Engineer is responsible for managing customer relationships.

- A. True
- B. False

7. Compliance with legal and regulatory requirements is not necessary in a sales applications engineering role.

- A. True
- B. False

8. Technical support is not a part of the Sales Applications Engineer's responsibilities.

- A. True
- B. False

9. Staying up-to-date with industry trends and technologies is important for providing technically sound solutions.

- A. True
- B. False

10. Sales negotiation skills are the most important competency for a Sales Applications Engineer.

- A. True
- B. False

Fill in the Blanks

11. The Sales Applications Engineer analyzes customer needs and provides _____ solutions.

- a) Financial
- b) Technical
- c) Marketing
- d) Administrative

12. The Sales Applications Engineer develops and maintains relationships with _____.

- a) Suppliers
- b) Competitors
- c) Clients
- d) Employees

13. Industry standards and best practices are utilized by the Sales Applications Engineer to provide _____ solutions.

- a) Cost-effective
- b) Technically sound
- c) Quick-fix
- d) Generic

14. The Sales Applications Engineer applies _____ skills to identify and resolve technical issues.

- a) Communication
- b) Sales negotiation
- c) Analytical and problem-solving
- d) Leadership

15. The Sales Applications Engineer participates in _____ meetings and presentations.

- a) Employee training
- b) Financial planning
- c) Customer
- d) Product development

Scenario Based Questions

A customer is experiencing difficulties with the software application they purchased. They have contacted the Sales Applications Engineer for assistance. Based on the given scenario, choose the best course of action:

16. What is the first step the Sales Applications Engineer should take?

- a) Request additional payment for support services.
- b) Escalate the issue to the software development team.
- c) Gather information about the customer's specific problem.
- d) Schedule a meeting with the customer to discuss their concerns.

17. The Sales Applications Engineer determines that the customer's issue can be resolved through a software update. What should they do next?

- a) Inform the customer that they need to purchase a new software license.
- b) Provide step-by-step instructions for installing the software update.
- c) Direct the customer to contact technical support for assistance.
- d) Suggest alternative software solutions from competitors.

18. The customer encounters difficulties during the software update process. How should the Sales Applications Engineer proceed?

- a) Advise the customer to seek assistance from their IT department.
- b) Offer a refund and recommend an alternative software solution.
- c) Provide remote technical support to guide the customer through the update.
- d) Discontinue support for the customer and terminate the engagement.

19. After resolving the customer's issue, what action should the Sales Applications Engineer take?

- a) Follow up with the customer to ensure their satisfaction.
- b) Recommend additional software upgrades to increase sales revenue.
- c) Update the customer's contract to reflect the support provided.
- d) Contact the sales team to report the successful resolution.

20. The Sales Applications Engineer receives positive feedback from the customer regarding the support provided. What should they do in response?

- a) Request a testimonial from the customer for marketing purposes.
- b) Increase the price of the software application for future customers.
- c) Inform the customer about upcoming product releases and promotions.
- d) Provide the customer with a discount on future software purchases.

Section 3: Answer key with explanation

Multiple Choice Questions

1. Option c) Providing technical support and solutions to customers
 - Explanation: A key responsibility of a Sales Applications Engineer is to provide technical support and solutions to customers, helping them understand and utilize the sales applications effectively.
2. Option c) To design solutions based on requirements
 - Explanation: Collaborating with other teams allows a Sales Applications Engineer to gather requirements from different stakeholders and design appropriate solutions to meet customer needs.
3. Option b) Delivering sales presentations
 - Explanation: In customer meetings, a Sales Applications Engineer primarily delivers sales presentations to showcase the features and benefits of the sales applications to potential customers.
4. Option c) To provide technically sound solutions
 - Explanation: Staying up-to-date with industry trends and technologies is crucial for a Sales Applications Engineer to provide technically sound solutions that align with the latest advancements and customer requirements.
5. Option c) Analytical and problem-solving skills
 - Explanation: Identifying and resolving technical issues requires analytical and problem-solving skills to understand the problem, analyze data, and develop effective solutions.

True or False Statements

6. Option b.False

- Explanation: While the Sales Applications Engineer plays a role in managing customer relationships, it is not their sole responsibility. Building and maintaining customer relationships is a collective effort involving various teams.

7. Option b.False

- Explanation: Compliance with legal and regulatory requirements is necessary in a sales applications engineering role to ensure adherence to industry standards and maintain ethical business practices.

8. Option b.False

- Explanation: Technical support is indeed a part of the Sales Applications Engineer's responsibilities. They provide technical assistance and solutions to customers who are facing issues with the sales applications.

9. Option a.True

- Explanation: Staying up-to-date with industry trends and technologies is essential for a Sales Applications Engineer to provide technically sound solutions that meet customer expectations and industry standards.

10. Option b.False

- Explanation: While sales negotiation skills are important, they are not the most important competency for a Sales Applications Engineer. Other skills like technical expertise, problem-solving, and communication are equally crucial.

Fill in the Blanks

11. Option b) Technical

- Explanation: The Sales Applications Engineer analyzes customer needs and provides technical solutions to address those needs effectively.

12. Option c) Clients

- Explanation: The Sales Applications Engineer develops and maintains relationships with clients to understand their requirements and provide ongoing support.

13. Option b) Technically sound

- Explanation: Industry standards and best practices are utilized by the Sales Applications Engineer to provide technically sound solutions that meet customer expectations.

14. Option c) Analytical and problem-solving

- Explanation: The Sales Applications Engineer applies analytical and problem-solving skills to identify and resolve technical issues faced by customers.

15. Option c) Customer

- Explanation: The Sales Applications Engineer participates in customer meetings and presentations to understand their requirements and present suitable solutions.

Scenario Based Questions

16. Option c) Gather information about the customer's specific problem.

- Explanation: The first step for the Sales Applications Engineer should be to gather information about the customer's specific problem to understand the issue before proposing any solutions.

17. Option b) Provide step-by-step instructions for installing the software update.

- Explanation: Since the Sales Applications Engineer determines that the customer's issue can be resolved through a software update, the next step is to provide step-by-step instructions to guide the customer through the installation process.

18. Option c) Provide remote technical support to guide the customer through the update.

- Explanation: If the customer encounters difficulties during the software update process, the Sales Applications Engineer should provide remote technical support to guide the customer through the update and resolve any issues.

19. Option a) Follow up with the customer to ensure their satisfaction.

- Explanation: After resolving the customer's issue, the Sales Applications Engineer should follow up with the customer to ensure their satisfaction and address any further questions or concerns.

20. Option a) Request a testimonial from the customer for marketing purposes.

- Explanation: In response to positive feedback from the customer, the Sales Applications Engineer can request a testimonial from the customer to use for marketing purposes, showcasing their satisfaction with the support provided.