



**Exam Name – Certified Call Centre Associate (CCCA)<sup>™</sup>**

**Exam Code – CCCA-001**

**Sample Exam**

(Question): A customer is swearing at you. What is the best response?

- (A): Hang up the phone
- (B): Curse at them
- (C): Ask them if they want to speak to your supervisor
- (D): Ask them if they want to speak to your friends

(Correct): C

(Question): What is the first phase of negotiation?

- (A): Exchanging information
- (B): Preparation
- (C): Bargaining
- (D): Transacting

(Correct): B



(Question): What does the "a people-respond-in-kind attitude" part in a cold call script do?

- (A): Tells them who you are and who you work for
- (B): Sells them your product
- (C): Heads off objections
- (D): Sells them at a reasonable price

(Correct): A

(Question): True or False: The words customer and client mean the same thing.

- (A): True
- (B): False

(Correct): B

(Question): True or False: A bossy customer may insult the company's products and services.

- (A): True
- (B): False

(Correct): A



(Question): True or False: Deep breathing is one stress technique that works for everyone.

- (A): True
- (B): False

(Correct): B

(Question): Soft/hard negotiation means...

- (A): Starting on small details and working upward until a settlement is reached
- (B): Negotiating a position, rather than interests
- (C): Working towards a win/lose outcome
- (D): Working towards a win/win outcome

(Correct): B

(Question): What do your hyoid muscles do?

- (A): Control the movement of your vocal folds
- (B): Control your typing muscles
- (C): Control your inner eardrums
- (D): Control your lip movement

(Correct): A



(Question): How might you warm up a cold call?

- (A): Send a preliminary mailing in a business envelope
- (B): Use a referral
- (C): Both of the above
- (D): Neither of the above

(Correct): C

(Question): Empathy means...

- (A): Helping the customer understand where you're coming from
- (B): Identifying with the customer's feelings
- (C): Deflecting negative feelings
- (D): Identifying with the stakeholder's feelings

(Correct): B