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39	A	B	C	D	E

PRACTICE QUESTIONS

Society for Marketing Professional Services (SMPS)

CPSM

Certified Professional Services Marketer Examination

EDITION

Demo

QUESTIONS

9

FORMAT

Limited Edition PDF

Before you begin

What this is

9 practice questions for Society for Marketing Professional Services (SMPS) CPSM , each with its answer key and an explanation. Answer a question before you read its key — the explanation is worth more once you have committed.

If something looks wrong

Send us three things and we will check it:

- the exam code, CPSM
- the question number
- the email address on your order

Write to **support@mometrix.net**. We reply within one business day.

QUESTION 1

SINGLE CHOICE

A professional services firm is preparing its annual marketing plan. According to SMPS best practices, what is the FIRST step in the marketing planning process?

- ☐ A Develop the marketing budget
- ☒ B Conduct a situation analysis
- ☐ C Identify target clients
- ☐ D Select marketing tactics

ANSWER B

WHY SMPS teaches that the marketing planning process begins with a situation analysis (review of strengths, weaknesses, opportunities, and threats). Budgeting, target identification, and tactic selection all come after the firm understands its current position.

QUESTION 2

SINGLE CHOICE

A marketer at an architecture firm wants to strengthen relationships with existing clients. Which activity is most aligned with the SMPS emphasis on client loyalty and repeat business?

- ☐ A Cold-calling prospective clients identified through industry lists
- ☒ B Implementing a client satisfaction survey and acting on the results
- ☐ C Sponsoring a trade show booth at an industry conference
- ☐ D Distributing a mass email blast announcing a new service line

ANSWER B

WHY SMPS emphasizes that retaining and growing existing clients is more cost-effective than acquiring new ones. A client satisfaction survey directly measures relationship health and provides actionable insight, making it the activity most aligned with building client loyalty.

QUESTION 3

SINGLE CHOICE

Which type of marketing research is most appropriate when a firm wants to identify which market sectors are growing fastest in its region?

- ☐ A Qualitative focus group research
- ☐ B Internal client satisfaction research
- ☒ C Secondary (desk) research using published industry data
- ☐ D Primary one-on-one interviews with current clients

ANSWER C

WHY Identifying market sector growth trends is a classic use case for secondary research, which relies on already-published data such as government statistics, trade association reports, and commercial databases. It is faster and less expensive than primary research for this purpose.

QUESTION 4

SINGLE CHOICE

A firm wants to differentiate itself from competitors in a crowded local market. According to SMPS, what is the primary purpose of a positioning statement?

- ☐ A To describe the firm's history and leadership team
- ☒ B To define how the firm wants to be perceived by target clients relative to competitors
- ☐ C To list the firm's full menu of services
- ☐ D To establish pricing strategy for each service line

ANSWER B

WHY A positioning statement articulates the unique value the firm delivers to a specific target market relative to its competitors. It is the foundation of brand strategy, not a vehicle for company history, service listings, or pricing.

QUESTION 5 SINGLE CHOICE

During proposal development, which section is typically written LAST because it must reflect everything else in the document?

- ☐ A The cover letter
- ☒ B The executive summary
- ☐ C The project schedule
- ☐ D The résumés of proposed staff

ANSWER B

WHY SMPS best practice is to write the executive summary last, after the technical approach, schedule, staffing, and other sections are finalized. This ensures the summary accurately and compellingly reflects the full proposal.

QUESTION 6 SINGLE CHOICE

A firm's website analytics show that most visitors leave within seconds of arriving on the home page. Which marketing communications element is most likely the issue?

- ☐ A Email newsletter open rates
- ☒ B Value proposition and calls to action above the fold
- ☐ C Trade show booth signage
- ☐ D Print brochure distribution list

ANSWER B

WHY When visitors abandon a website quickly, the home page's value proposition and calls to action are typically the problem. Visitors must immediately understand who the firm serves, what value it delivers, and what action to take next, all visible without scrolling.

QUESTION 7

SINGLE CHOICE

A marketer is building a pursuit plan for a major opportunity. Which activity is fundamental to a SMPS-aligned business development process?

- ☒ **A** Qualifying the opportunity and identifying the client's decision makers
- ☐ **B** Producing a holiday greeting card for all firm contacts
- ☐ **C** Ordering branded promotional items for the office
- ☐ **D** Updating the firm's LinkedIn banner image

ANSWER A

WHY Business development in the SMPS framework centers on a structured pursuit process: qualifying opportunities, mapping decision makers and influencers, understanding client needs, and tailoring capture efforts. The other options are general marketing activities, not core business development pursuits.

QUESTION 8

SINGLE CHOICE

A chief marketing executive wants to demonstrate the value of the marketing function to firm leadership. Which metric is most commonly used to measure marketing ROI in professional services?

- ☐ **A** Number of brochures printed
- ☒ **B** Marketing-attributed revenue divided by marketing cost
- ☐ **C** Number of social media followers
- ☐ **D** Number of tradeshow attendees

ANSWER B

WHY The standard measure of marketing ROI is marketing-attributed revenue divided by marketing cost (multiplied by 100 to express as a percentage). Output metrics like brochures, followers, and trade shows measure activity, not return on investment.

QUESTION 9

MULTIPLE CHOICE

Which of the following are typical components of an SMPS-style marketing plan? (Choose two.)

- ☒ **A** Situation analysis summarizing market conditions and the firm's position
- ☐ **B** Detailed engineering calculations for each project
- ☒ **C** Goals, objectives, and measurable success metrics
- ☐ **D** Personal biographies of every employee in the firm

ANSWER **A - C**

WHY An SMPS marketing plan typically includes a situation analysis and clearly stated goals, objectives, and measurable metrics. Engineering calculations and full employee biographies belong in project documents and 'About Us' materials, not in the strategic marketing plan.