



# Digital Sales Exam

## Study Guide & Test Instructions

Welcome to the Digital Sales Exam study guide! This Digital Sales Exam has been created to assess and increase partner sales representatives' effectiveness in selling Google digital solutions to businesses.

### What's Included In This Study Guide

This study guide is for those who want to prepare for the Digital Sales Exam. It provides information on the fundamental aspects of online advertising and Google AdWords as well as consultative sales skills from Google's "The Trusted Digital Media Advisor" program. We recommend that you review the materials in this study guide to increase your chances of passing the exam. Please allow 6-8 hours to prepare for this exam. After preparing, you can take the exam by following the instructions at the end of this guide.

Remember, you earn your Certificate of Completion\* upon passing the Digital Sales Exam.

### About the Digital Sales Exam

1. Time: You'll have 90 minutes to complete the exam
2. Number of Questions: 56
3. Pass Rate: You need a score of 80% or higher to pass
4. Retake Period: If you don't pass the exam, you can take it after 7 days

### Review: Online Advertising & AdWords Fundamentals

#### Benefits of Online Advertising & AdWords

AdWords allows you to take advantage of the benefits of online advertising: show your ads to the right people, in the right place, and at the right time. AdWords offers several benefits. Click [here](#) to learn more.

#### Google Advertising Networks

Now that you know about the benefits of online advertising and AdWords, let's take a closer look at where you can advertise. Click [here](#) to learn more.

#### Where Your Ads Can Appear

Your ads can appear in different places across the web, depending on how you target your ads, to whom you choose to show them, and the types of ads you create. Click [here](#) to learn more.

#### The Quality of Your Ads

Higher quality ads can lead to lower prices and better ad positions. Click [here](#) to learn more.

#### What You Pay

AdWords gives you control over your advertising costs and there's no minimum amount that you have to spend. Instead, you set a daily budget and choose how you'll spend your money. Click [here](#) to learn more.

#### Targeting Your Audience

Showing your ads to the right customer is a key part of a successful advertising campaign that helps you reach your goals. Click [here](#) to review the different ways that you can use AdWords to show your ads.

#### Setting Bids & Budgets

Once you decide which networks you want to show your ads on and who you want to show them to, you're ready to think about your budget. As you learned in a previous module, there are two things that you'll want to consider: budget and bidding strategy. Click [here](#) to learn more.

### Tools To Plan A Campaign

AdWords offers several tools to help you build your campaigns and achieve your advertising goals, including Keyword Planner and Display Planner. Click [here](#) to learn more.

### Tools To Measure Your Performance

Now we'll go over a few tools – conversion tracking, Google Analytics, and campaign experiments – that you can use to start measuring your results. Click [here](#) to learn more.

### Review: Client-Centric Sales Skills

Now that you have an understanding of online advertising solutions, do you have what it takes to become a Trusted Digital Media Advisor? Develop deeper, more valuable relationships with clients. Learn to set more qualified appointments, turn conversations into larger sales, improve your objection handling, and more.

#### Step 1

Download and review the [Quick Tips: Sales Skills Guide](#) in your preferred language.

#### Step 2

Watch the [13-part video series](#) from Google's "The Trusted Digital Media Advisor" program. If you like, you can [turn on](#) localized subtitles on the videos.

The videos cover the following topics:

- **Part 1: Plan**
  - Prospecting (optional)
  - Networking (optional)
  - Preparing
- **Part 2: Open**
  - Delivering an Elevator Pitch
  - Getting Meetings Started
  - Positioning and Repositioning

- **Part 3: Identify**
  - Discovering with Questions
- **Part 4: Recommend**
  - Communicating with Benefits
  - Delivering a Customized Solution
- **Part 5: Close**
  - Handling Objections
  - Closing and Setting Next Steps
  - Generating Referrals (optional)

### Take the Digital Sales Exam

#### Take the Digital Sales Exam & Access Your Certificate of Completion

Now that you've completed the study guide, it's time to test your knowledge. Upon passing the Digital Sales Exam, you'll receive a personalized Certificate of Completion that can be printed for internal use.\*

Follow These Steps to Access the Digital Sales Exam:

1. Sign into your [Partners](#) account. Please check to be sure you are affiliated with your company by going to your "My profile" page and making sure your company shows under the "COMPANY AFFILIATION" field. If you do not see your company, please type in your company name and it will appear in the company drop down. Then click "AFFILIATE".
2. Click **Certifications** and click **Digital Sales**.
3. Click **Take Exam** to start taking the exam.

When you pass an exam, it might take up to 48 hours for your exam status to appear on the exam page.

*\*Once you pass the exam, you'll be able to access a personalized, printable certificate from the "My profile" page (in the "Overview" section) in your Google Partners account.*

*\*The Certificate of Completion can be used internally within your company (e.g., hang it on the wall/ desk and communicate your status of completion within your company). Please note that the Digital Sales Exam is not a Google Partners certification requirement and will not count towards gaining [Google Partner status](#).*