

Questions answered incorrectly:

- Which of the following is NOT a "job dimension" that Jobs Theory might uncover?
- How does your company's purpose affect "back office" teams (accounting, legal, etc.)?
- True or false? A customer's buying journey is ever-evolving. You should make updates as you learn more about your buyer persona.

Questions answered correctly:

- What are the stages in the inbound methodology?
- Fill in the blank: Inbound is knowledge _____.
- Which departments should be involved in creating content?
- What does CRM stand for?
- What occurs during the attract stage of the inbound methodology?
- When does the engage stage of the inbound methodology begin?
- True or false? As buying behavior changes, the inbound philosophy will also evolve.
- What is the purpose of the delight stage of the inbound methodology?
- True or false? Most buyers start researching potential solutions before they meet with a salesperson.
- Fill in the blank: The inbound methodology is a _____.
- Fill in the blank: Your _____ is your strongest acquisition lever.
- What is the relationship between the inbound methodology and the concept of a flywheel?
- Which of the following is a problem with thinking of your business as a funnel?
- Who is responsible for delighting prospects and customers?
- True or false? Attracting is the role of marketing. Engaging is the role of sales. Delighting is the role of services.
- Which of the following is NOT a reason to think of your business as a flywheel?
- True or false? Every customer has to have a fantastic experience in order for your company's flywheel to accelerate.
- What are the five inbound principles?
- True or false? When you standardize, you're creating a single standard answer that has no variations.
- Which of the following is NOT something you would take into account when contextualizing information?
- Why is it common for companies to think of themselves in terms of a funnel?
- How can you apply flywheel thinking to your company's budget?
- In a flywheel business, which of the following is the most important source of new prospects?
- What is the relationship of funnels and flywheels to each other?
- How can thinking of your business as a flywheel foster cross-team collaboration?
- When it comes to inbound best practices, you personalize for:
- Fill in the blank: When optimizing your content for clarity, your goal is to _____.
- Which place is recommended for the storage of your prospect's information?
- Fill in the blanks: You _____ have to provide the _____ right response, before delivering the _____ correct information.
- What does a knowledge strategy allow you to do?
- True or false? It is a recommended best practice to gate and deliver majority of your content over live chat.
- Which of the following is the best way to align a company's employees around a single purpose?
- If a salesperson is speaking with a specific person and discovers that the person doesn't exactly match their assigned persona, what should the salesperson do?

- Which of the following is NOT a key part of a company's culture?
- What is Jobs Theory?
- According to Jobs Theory, which of the following is an example of a job story?
- When it comes to goal setting, what are key results?
- What is the three horizon framework?
- When it comes to goal setting, what are objectives?
- In the three horizon framework, what does horizon one symbolize?
- True or false? Every business exists primarily to create profits.
- In the three horizon framework, what does horizon two symbolize?
- True or false? Objectives typically have a designated time period, while key results can be long lived.
- What's the maximum number of top priorities a company should have at any given time?
- In the three horizon framework, what does horizon three symbolize?
- True or false? If one horizon begins to underperform, you should reallocate resources to those initiatives until they start performing well.
- Which of the following best describes a buyer persona?
- What kinds of information does your sales team likely need included in each persona?
- What kinds of information does your customer service team likely need included in each persona?
- True or false? There should be one person who is tasked with creating and maintaining your buyer personas.
- What is the relationship between your company's purpose and your buyer personas?
- What kinds of information does your marketing team likely need included in a persona?
- Who at your company will buyer personas most benefit?
- What is the role of "back office" teams (accounting, legal, etc.) in creating buyer personas?
- Who should be involved in creating your buyer personas?
- What is the buyer's journey?
- If your content is focused on the different solutions to your buyer persona's problem, where would that content fit into the buyer's journey?