Questions answered incorrectly:

- Fill in the blank: Your _____ is your strongest acquisition lever.
- Fill in the blank: Inbound is about _____ with the world.
- True or false? As buying behavior changes, the inbound philosophy will also evolve.
- Which of the following is NOT a key part of a company's culture?
- How does your company's purpose affect "back office" teams (accounting, legal, etc.)?
- True or false? There should be one person who is tasked with creating and maintaining your buyer personas.
- True or false? Objectives typically have a designated time period, while key results can be long lived.
- In the engage stage what do you collect from an individual?
- What could a marketer use in the engage stage to engage with different segments of their audience?
- How is your product's "job to be done" tied to your customer's personal identity?

Questions answered correctly:

- What is the buyer's journey?
- Which departments should be involved in creating content?
- True or false? Most buyers start researching potential solutions before they meet with a salesperson.
- True or false? A customer's buying journey is ever-evolving. You should make updates as you learn more about your buyer persona.
- What does CRM stand for?
- What are the stages in the inbound methodology?
- True or false? Attracting is the role of marketing. Engaging is the role of sales. Delighting is the role of services.
- What occurs during the attract stage of the inbound methodology?
- When does the engage stage of the inbound methodology begin?
- What is the purpose of the delight stage of the inbound methodology?
- Who is responsible for delighting prospects and customers?
- The inbound methodology is a circle. What does it represent?
- Which place is recommended for the storage of your prospect's information?
- True or false? It's a best practice to gate and deliver the majority of your content over live chat.
- Which of the following is NOT true about a flywheel?
- True or false? Every customer has to have a fantastic experience in order for your company's flywheel to accelerate.
- 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?
- What is the relationship between the inbound methodology and the concept of a flywheel?
- Which of the following is the best way to align a company's employees around a single purpose?
- What is Jobs Theory?
- When you use Jobs Theory to develop a timeline of events, where does that timeline start?
- According to Jobs Theory, which of the following is an example of a job story?
- Which of the following is NOT a "job dimension" that Jobs Theory might uncover?
- Which of the following best describes a buyer persona?
- Who at your company will buyer personas most benefit?
- Who should be involved in creating your buyer personas?

- **What is the relationship between your company's purpose and your buyer personas?**
- **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?**
- **When it comes to goal setting, what are objectives?**
- **When it comes to goal setting, what are key results?**
- **What is the three horizon framework?**
- **In the three horizon framework, what does horizon one symbolize?**
- **In the three horizon framework, what does horizon two symbolize?**
- **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.**
- **What's the maximum number of top priorities a company should have at any given time?**
- **Fill in the blank: You can attract people by using _____ to create content and experiences.**
- **True or false? The buyer's journey is only used by your marketing team.**
- **What might your customer service team use the buyer's journey for?**
- **What is the relationship between a company's profits and its purpose?**
- **Your friend is starting a company and wants to identify the job their product will do for people. What advice would you give them?**
- **Why is it important to make sure the people buying your product are happy?**
- **True or false? If you want to think of your company as a flywheel, you shouldn't think of your sales process as a funnel.**
- **How can thinking of your business as a flywheel improve the handoff between sales and services?**
- **Fill in the blank: During the attract stage of the inbound methodology, an inbound business focuses on _____. (Choose all that apply.)**
- **True or false? Delight is only about the customer experience your service delivers.**
- **Fill in the blank: _____ of consumers have discontinued communications with a company because of irrelevant promotions or messages.**