

Questions answered incorrectly:

- Which of the following is NOT a key part of a company's culture?

Questions answered correctly:

- 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?
- 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.
- Fill in the blank: Your _____ is your strongest acquisition lever.
- 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?
- Fill in the blank: Inbound is about _____ with the world.
- True or false? As buying behavior changes, the inbound philosophy will also evolve.
- 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?
- How can thinking of your business as a flywheel foster cross-team collaboration?
- What is the relationship between the inbound methodology and the concept of a flywheel?
- True or false? Every business exists primarily to create profits.
- Which of the following is the best way to align a company's employees around a single purpose?
- 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?
- What is the role of "back office" teams (accounting, legal, etc.) in creating buyer personas?
- 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?
- 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?

- If a sales rep is speaking with a specific person and discovers that the person doesn't exactly match their assigned persona, what should the sales rep do?
- When it comes to goal setting, what are objectives?
- When it comes to goal setting, what are key results?
- True or false? Objectives typically have a designated time period, while key results can be long lived.
- 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.
- Fill in the blank: You can attract people by using _____ to create content and experiences.
- In the engage stage what do you collect from an individual?
- 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?
- How is your product's "job to be done" tied to your customer's personal identity?
- 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?
- Which of the following are principles of inbound? (Choose all that apply.)
- 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.
- Fill in the blank: _____ of customers will never do business with a company again after one negative experience.
- Fill in the blank: To build trust with your target audience, you need to align with the way they _____. (Choose all that apply.)