Questions answered incorrectly:

- If your service-level agreement provides your sales team with more leads than they can handle, what's the FIRST thing you should do?
- Why are smarketing meetings an important part of a sales enablement strategy?
- True or false? Executive leaders should attend smarketing meetings.
- Which of the following is an example of a formal job story?
- All of the following are ways to involve your sales team in the content creation process EXCEPT:
- Fill in the blanks: You need to figure out your _____ before you can implement a _____.
- True or false? Marketing and sales should share a single database of customer information.

Questions answered correctly:

- The internet has changed the power dynamics between buyers and sellers. How does sales enablement help businesses use this change to their advantage?
- Why is inbound an important part of a good sales enablement strategy?
- Which of the following is a reason sales and marketing need to be aligned?
- How do goals and a vision work together?
- True or false? You need a vision or goals but not both.
- True or false? Marketing and sales should have separate revenue goals.
- It is important to translate your vision into a revenue goal for all of the following reasons EXCEPT:
- What is a hand raiser?
- True or false? If you don't have enough hand raisers and good-fit, sales-ready leads to keep your sales team busy, your sales reps should find helpful ways to reach out to good-fit leads that aren't sales ready.
- If you find yourself with a lot of poor-fit leads, all of the following are good ways to solve this problem EXCEPT:
- What should you do with the leads in box 1?
- What should you do with the leads in box 2?
- Which of the following is NOT a benefit of implementing a sales and marketing service-level agreement (SLA)?
- What does a sales and marketing service-level agreement (SLA) require marketing to do?
- What does a sales and marketing service-level agreement (SLA) require sales to do?
- Evaluate this SLA: Marketing will generate 2,000 qualified leads each month, and sales will contact each lead as soon as possible.
- Evaluate this SLA: Marketing will generate 50 leads each month.
- Evaluate this SLA: Marketing will generate five qualified leads each month, and sales will contact each of them within 12 hours.
- If your service-level agreement requires your marketing team to generate 40 qualified leads each month, how should they deliver those leads?
- If your service-level agreement requires your marketing team to produce more leads than they normally do, what is the FIRST thing you should do?
- What is a judicial branch?
- True or false? The judicial branch must be more than one person.
- If the leads your marketing team produces are consistently low quality, which of the following is the BEST way to improve your lead quality?
- True or false? Contacting new leads within five minutes is better than contacting them within 24 hours.

- **Why should defining your target buyer be part of your sales enablement strategy?**
- **What is a buyer persona?**
- **True or false? Personas can change over time.**
- **What does it mean to ask a customer about their "watering holes"?**
- **When asking a customer about their shopping preferences, you want to learn all of the following EXCEPT:**
- **Karen just got home late from work and her kids are hungry. Which of the following BEST describes her job to be done?**
- **Which of the following is a benefit of using Jobs to Be Done?**
- **Which of the following BEST describes the difference between persona interviews and Jobs to Be Done interviews?**
- **Which of the following best describes the relationship between the interview process for identifying Jobs To Be Done and the interview process for understanding personas?**
- **What is the relationship between personas and Jobs to Be Done?**
- **Which of the following is NOT an element of a hero statement?**
- **True or false? You should create a separate hero statement for each of your personas.**
- **Evaluate this hero statement: Groundskeeper, Inc. is a hero to property managers at mid-size property management firms who need to outsource their landscaping so they can focus their attention on taking care of their tenants.**
- **Evaluate this hero statement: Super Veggie Juice Co. is a hero to people who want to eat healthy but don't have the time to cook and eat vegetables.**
- **All of the following are benefits of involving content in your sales process EXCEPT:**
- **In most companies, which department produces the most content?**
- **Fill in the blank: _____ is the glue that holds sales and marketing teams together.**
- **Which departments should be involved in creating content?**
- **True or false? You should only create video content if you have a high-quality camera and lights.**
- **Which of the following places would be a good place to experiment with video?**
- **True or false? Content should be a part of every step in your sales process.**
- **All of the following are reasons to extend your sales enablement efforts beyond the sale EXCEPT:**
- **What is an insights committee?**
- **Which of the following is the BEST explanation of what it means to help your customers "fire" their old solution?**
- **True or false? Some potential customers won't buy because they don't know how to fire their old solution.**
- **True or false? If your product can be used to do more than one job, content that talks about all of those jobs will be relevant to your customers.**
- **Which of the following is an example of a core system?**
- **Which of the following is an example of an edge system?**
- **True or false? You should invest in keeping your technological core in place long-term, but you can experiment with your edge technologies and change them easily.**