



Your Exam Study Guide

The following guide walks through key lessons from each of the five inbound sales certification courses. Use this as you prepare for your exam.



Introduction to Inbound Sales

I. What is inbound sales?

- How has today's buyer changed? How has the buying process transformed?
- What is inbound sales?
- What are the two philosophies that drive inbound selling?

II. How do you start doing inbound sales at your company?

- How do legacy salespeople approach the buyer's journey? How do inbound salespeople approach the buyer's journey?
- What are the different stages of the buyer's journey? How are they defined?
- What questions should you ask yourself for the stages of the buyer's journey? What's the difference between these questions?
- What's the Inbound Sales Methodology? What are the different stages?
- What's the difference between legacy and inbound salespeople in the Identify stage?
- What's the difference between legacy and inbound salespeople in the Connect stage?
- What's the difference between legacy and inbound salespeople in the Explore stage?
- What's the difference between legacy and inbound salespeople in the Advise stage?



Identify

- I. **What is the Identify stage and why is it important?**
 - How does Identify fit into the Inbound Sales Methodology?
 - How do legacy salespeople identify potential buyers?
 - How do inbound salespeople execute the Identify stage?
- II. **How do inbound salespeople identify leads?**
 - What are the two steps behind an inbound Identify process?
 - What is an ideal buyer profile? How can you define an ideal buyer profile?
 - How does an ideal buyer profile compare to a buyer persona?
 - What are the different forms of active buyers?
 - How do you identify inbound leads?
 - How do you identify inbound companies?
 - What are trigger events? How can they be used to qualify leads?
 - How can you identify passive buyers?
 - How can you enrich a lead with buyer context? What type of data is needed?

Connect

- I. **What is the Connect stage and why is it important?**
 - How does Connect fit into the Inbound Sales Methodology?
 - How do legacy salespeople connect with leads?
 - How do inbound salespeople connect and grab a modern buyer's attention?
- II. **How do inbound salespeople execute the Connect stage?**
 - What are the three parts of a connect strategy?
 - How do buyer personas fit into the Connect stage?
 - How should the personas be developed?
 - What is a sequence? What makes up a sequence?
 - How do you define sequences for buyer personas?
 - How do you define outreach content for a sequence?
 - How do you develop outreach content for inbound leads? Inbound companies? Trigger events? Common connections?
 - What types of non-traditional mediums can be used to connect with a potential lead?
 - How should a connect call be managed with an inbound lead? Inbound company? Trigger events? Common connections? Passive lead?
 - If you connect, how can you get buy-in for a longer exploratory conversation?
 - What technology should be leveraged in the Connect stage? What technology should be avoided?



Explore

I. What is the Explore stage and why is it important?

- How does Explore fit into the Inbound Sales Methodology?
- How do legacy salespeople execute the Explore stage?
- How do inbound salespeople approach the exploratory process in the right way? What's the formula?

II. How do inbound salespeople explore opportunities?

- What are the steps for an exploratory conversation?
- How do you transition from a previous call?
- How do you set an agenda for a call with a potential buyer?
- What is active listening? How can it be used in an exploratory conversation?
- How do a potential buyer's goals fit into an exploratory conversation? How can you connect those goals to challenges?
- How do you understand a potential buyer's plans? How can you fit yourself into those plans?
- How do discuss a potential buyer's timeline and their urgency?
- How does a negative consequence compare to a challenge? How does a negative consequence help the exploratory conversation? Positive implications?
- How do authority and decision making processes fit into the Explore stage?
- How does budgetary conversations fit into the Explore stage?
- What does CGPT, CI, & BA stand for?
- Why is important to use frameworks when it comes to inbound sales?
- How do you summarize a conversation using the exploratory framework?
- How can you get buy-in and commitment?

Advise

- I. **What is the Advise stage and why is it important?**
 - How does Advise fit into the Inbound Sales Methodology?
 - How do legacy salespeople execute the Advise stage?
 - How do inbound salespeople approach presentations and the Advise stage?

- II. **How do inbound salespeople advise opportunities into customers?**
 - What are different forms of presentations?
 - What should be accomplished when closing a prospect?
 - What is a typical legacy sales presentation flow?
 - What is the inbound sales presentation flow?
 - When and how do you recap in a presentation? What do you need to accomplish?
 - What are the best practices when suggesting ways a buyer can achieve their goals?
 - How do you confirm budget, authority, and timeline?
 - How can you help a buyer make a decision?
 - What is the 1-10 closing technique?