

## 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?