

Module 18, Lesson 1 Quiz:

Selling is Solving and the Art of Marketing Funnels

1. To be a good salesperson, you have to love whatever you are selling so much, and believe so deeply in it, that you genuinely feel someone's life is worse off if they don't have it. And you have to convey this passion with authenticity.
 - a. **True**
 - b. False
2. People are not just buying whatever it is you're selling.
 - a. **True**
 - b. False
3. You will have the most success with these types of customers:
 - a. Low interest, low fit
 - b. Low interest, high fit
 - c. High interest, low fit
 - d. **High interest, high fit**
4. Your actual customers are in the:
 - a. Top of the funnel
 - b. Middle of the funnel
 - c. **Bottom of the funnel**