| | |
|---|---|
| **Started on** | Tuesday, 23 March 2021, 11:34 AM |
| **State** | Finished |
| **Completed on** | Tuesday, 23 March 2021, 11:37 AM |
| **Time taken** | 2 mins 35 secs |
| **Marks** | 3.00/4.00 |
| **Grade** | **7.50** out of 10.00 (**75**%) |

Question **1**

Correct

Mark 1.00 out of 1.00

Drag and drop the correct box to match the following statements.

## SCOTSMAN Information

This is more detailed information that you should know about your leads (prospects). There is a position, competition, terms and conditions, time of introduction, size, amount, settlement rights and needs.
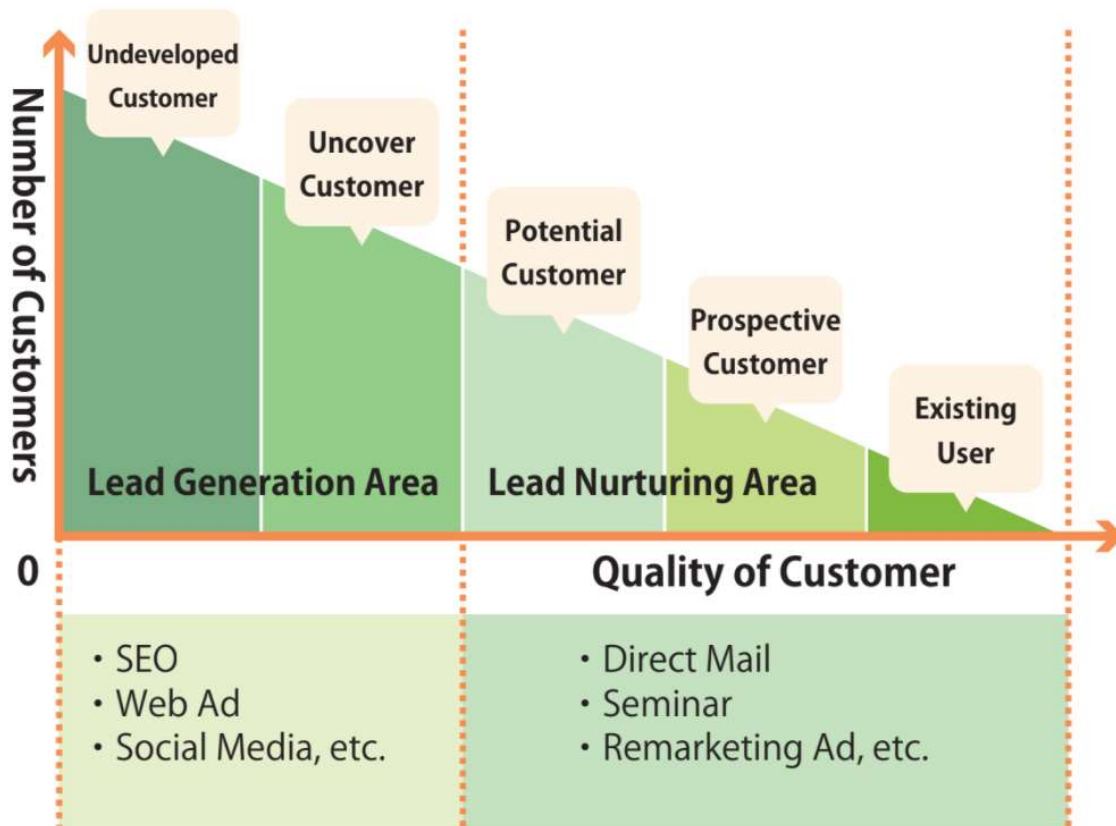


BANT information   ✔  , Budget, Authority, Needs, Timeframe

If you convert but don't close the deal, it's not worth it. You need to understand your  customer's current situation  ✔   when you're trying to deepen your contact with your leads. Focus your sales efforts on  high-potential  ✔ customers.

HIT information

current state of the website | high CV rate

Your answer is correct.

The correct answer is:
Drag and drop the correct box to match the following statements.

## SCOTSMAN Information

CUSTOMER Information

This is more detailed information that you should know about your leads (prospects). There is a position, competition, terms and conditions, time of introduction, size, amount, settlement rights and needs.
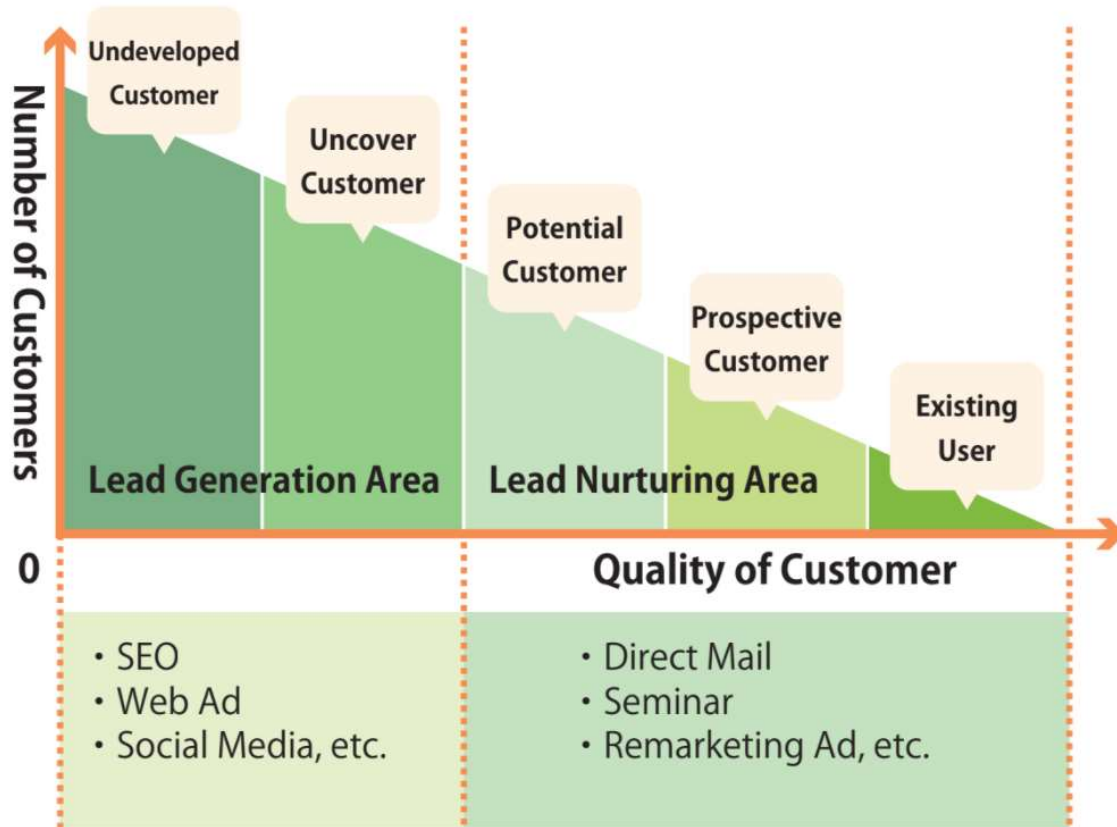


[BANT information], Budget, Authority, Needs, Timeframe

If you convert but don't close the deal, it's not worth it. You need to understand your [customer's current situation] when you're trying to deepen your contact with your leads. Focus your sales efforts on [high-potential] customers.

Question **2**

Correct

Mark 1.00 out of 1.00

Choose the right word/s to fit the following statements.

Suspect Lead: A lead that status is unknown. You should have a clear definition for the lead, along with a prospect lead that may be a potential purchase.

Suspect Lead
(A lead whose status is unknown)

Prospect Lead
(A lead that may be
a potential purchase)

If you don't approach your marketing and sales in a way that is tailored to your

customer's situation    ✔ , you'll not only be inefficient, but you'll create  churning customers

✔ . Clearly define the terms of your suspect lead and prospect lead, and make sure they are

likely to buy    ✔ . You should also focus your approach on prospect leads.

Your answer is correct.

In lead generation, there are companies that send emails all the time to customers that they have often acquired, but this not only doesn't lead to results, but it also leads to customer defection. You also need to be able to opt out of the information your business has acquired.

Remember, it's important to keep your list of prospects at all times, which is important on a lead generation site.

The correct answer is:
Choose the right word/s to fit the following statements.

Suspect Lead: A lead that status is unknown. You should have a clear definition for the lead, along with a prospect lead that may be a potential purchase.

Suspect Lead
(A lead whose status is unknown)

Prospect Lead
(A lead that may be
a potential purchase)

If you don't approach your marketing and sales in a way that is tailored to your [customer's situation], you'll not only be inefficient, but you'll create [churning customers]. Clearly define the terms of your suspect lead and prospect lead, and make sure they are [likely to buy]. You should also focus your approach on prospect leads.

Question **3**

Incorrect

Mark 0.00 out of 1.00

Choose the words that fit the description below.

To organize multiple data with unique keys.

regular expression

✖

To clarify the rules for letters and numbers, such as how to classify single-byte, double-byte and family names.

parameters

✖

To make the segmentation easier, categorize them as 1. female 2. male, etc.

normalization

✖

Your answer is not correct.

In many cases, information on leads is different or not connected across channels (e.g., trade shows and sales activities and websites). Therefore, there is a need to improve the accuracy of the data.
Organizing and integrating data is a very important task in lead generation and needs to be done on a regular basis.

The correct answer is: To organize multiple data with unique keys. → name identification, To clarify the rules for letters and numbers, such as how to classify single-byte, double-byte and family names. → normalization, To make the segmentation easier, categorize them as 1. female 2. male, etc. → segmented value

Question **4**

Correct

Mark 1.00 out of 1.00

Choose the correct word/s to fit the following statements.

Re-permission

To ask permission whether or not they want to keep receiving your emails. If rejected, to ask for permission again.

Look for quality, not just quantity, of leads. Value personal information and always | opt-in | ✔ before using it. Make an effort not to | spam communications | ✔ from companies. Keep active, quality leads by name identification and | deleting | ✔ undeliverable or unresponsive leads.

| opt-out | | ham communications |

| saving |

Your answer is correct.

The correct answer is:
Choose the correct word/s to fit the following statements.

Re-permission

To ask permission whether or not they want to keep receiving your emails. If rejected, to ask for permission again.

Look for quality, not just quantity, of leads. Value personal information and always [opt-in] before using it. Make an effort not to [spam communications] from companies. Keep active, quality leads by name identification and [deleting] undeliverable or unresponsive leads.

◄ -Chapter 7 Review Test 1

Jump to...

+7-1 Understanding Business Related to E-Commerce ►