

HubSpot Inbound Certification Exam

Volume: 383 Questions

Question: 1

What occurs during the attract stage of the inbound methodology?

- A. You answer questions and provide solutions for the challenges your prospects and customers face and strategies to accomplish the goals they set.
- B. You focus on bringing prospects and customers to your social pages or website through relevant and helpful content.
- C. You exceed a prospect or customer's expectations so much that they'll want to tell their friends and family about you.
- D. You collect information about the individual you're working with.

Answer: B

Question: 2

True or false? Most buyers start researching potential solutions before they meet with a salesperson.

- A. True
- B. False

Answer: A

Question: 3

Fill in the blank: The inbound methodology is a _____.

- A. Funnel
- B. Obelisk
- C. Flywheel
- D. Cyclone

Answer: C

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Question: 4

Fill in the blank: Your _____ is your strongest acquisition lever.

- A. content library
- B. current customer base
- C. inbound tool stack
- D. sales-qualified leads

Answer: B

Question: 5

True or false? Attracting is the role of marketing. Engaging is the role of sales. Delighting is the role of services.

- A. True
- B. False

Answer: B

Question: 6

Which of the following is NOT a reason to think of your business as a flywheel?

- A. Flywheels store momentum.
- B. Flywheels represent a circular process rather than a linear one.
- C. Flywheels are able to stand unsupported for an indefinite amount of time.
- D. Flywheels accelerate as you add more energy to them.

Answer: C

Question: 7

True or false? Every customer has to have a fantastic experience in order for your company's flywheel to accelerate.

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- A. True – Even a single unhappy customer will scare away potential customers, so you need to hold your teams to a standard of pleasing every single customer they work with.
- B. True – If you aren't providing a flawless customer experience to every one of your customers, you aren't operating a flywheel company.
- C. False – Not all customers are going to be happy all the time, but your flywheel can counteract their unhappiness by increasing the total size of your customer base.
- D. False – Some customers are inherently difficult to work with, but thinking of your company as a flywheel will encourage your teams to provide as good of an experience as possible even to your most difficult customers.

Answer: D

Question: 8

Which of the following is NOT something you would take into account when contextualizing information?

- A. What actions have happened prior to this point
- B. What activities brought someone to this point
- C. What your product/service best attributes are
- D. What type of question is being asked, and how the prior actions and activities influenced the current situation

Answer: C

Question: 9

Why is it common for companies to think of themselves in terms of a funnel?

- A. Because flywheels were only recently invented, but funnels have been around for much longer.
- B. Because funnels are powered by gravity, just as businesses are anchored by revenue.
- C. Because companies that don't use the inbound methodology are inherently funnel-shaped.
- D. Because many business charts show conversion rates, and those charts are often shaped like

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a funnel.

Answer: D

Question: 10

How can thinking of your business as a flywheel foster cross-team collaboration?

- A. If each team has separate funnels, a flywheel can help them understand how those funnels fit together and support each other.
- B. It's impossible for a funnel to apply to multiple teams.
- C. Funnels inevitably cause friction between teams.
- D. A flywheel replaces the standard org chart by showing each individual employee and team their relationship to every other employee and team.

Answer: A

Question: 11

When it comes to inbound best practices, you personalize for:

- A. Comfort
- B. Clarity
- C. Creativity
- D. Impact

Answer: D

Question: 12

Which place is recommended for the storage of your prospect's information?

- A. A knowledge base
- B. A notepad
- C. A CRM system

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D. An email provider

Answer: C

Question: 13

Why do the inbound principles exist?

A. The principles define inbound

B. The principles can be used instead of the methodology

C. The principles connect the methodology with the resources of inbound

D. The principles are aspirational goals

Answer: C

Question: 14

Which of the following is the best way to align a company's employees around a single purpose?

A. Defining a company culture that encourages employees to focus on fulfilling the company's purpose.

B. Holding regular training sessions to remind employees what the company's purpose is and teach them what they need to do to fulfill it.

C. Having a randomly selected employee recite the company's purpose verbatim at the beginning of every meeting.

D. Adding the company purpose to every employee's email signature.

Answer: A

Question: 15

Which of the following is NOT a key part of a company's culture?

A. The company's mission

B. The company's values