Unit 2 – Quiz

1. How do most companies you serve measure success? (circle two)
   a. Profits made
   b. People employed
   c. New branches per year
   d. Costs reduced
   e. Lawsuits avoided

2. To sell Contract Education to potential industry partners, you have to understand what’s in it for them and how to articulate that in their language.
   a. True
   b. False

3. Training is the same thing as development. Both mean specific skills related to a job.
   a. True
   b. False

4. Which of these are likely examples of modalities of training for your industry? (circle three)
   a. Finances
   b. Team building exercises
   c. Job rotations
   d. Voice lessons
   e. Simulations

5. Consistency as a result of training is a way to cut costs and improve profits
   a. True
   b. False
6. “Enriched talent pool” includes improving the general skills of employees and their value by cross-training.
   a. True
   b. False

7. Does an industry partner’s strategic planning cycle include attention to matters of training?
   a. Yes
   b. No

8. A ‘STAR’ industry partner is one who… (circle two)
   a. Is famous
   b. Is well-trained
   c. Purchases often
   d. Spends more on contracts
   e. Sends a lot of people to training

9. When communicating with industry partners, use (circle one)
   a. Your catalog
   b. A letter from the president
   c. A letter from the governor
   d. The marketing channels they rely upon for information
   e. The phone

10. Leads and prospects are the same.
    a. True
    b. False
Answers

Question 1: a & d
Question 2: a
Question 3: b
Question 4: b, c & e
Question 5: a
Question 6: a
Question 7: a
Question 8: c & d
Question 9: d
Question 10: b