

Hootsuite

Hootsuite-Social Selling

Hootsuite Social Selling Certification

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Latest Version: 6.0

Question: 1

Social selling is not about closing deals on social media or targeting prospects with relentless cold-tweets and in Mail. Instead, successful sellers leverage social media to _____ and seek the right opportunities to engage. Choose only ONE best answer

- A. pitch this sales cycle's new products/services
- B. listen to relevant online spaces and conversations
- C. boost the amount of content published daily
- D. increase customer acquisition costs
- E. demonstrate ROI

Answer: B

Question: 2

Which statement best characterizes social selling's relationship with traditional selling activities? Choose only ONE best answer

- A. it replaces traditional selling activities
- B. it usurps traditional selling activities
- C. it encompasses traditional selling activities and leverages them as a tool
- D. it complements traditional selling activities
- E. it is a completely separate sphere of activity

Answer: D

Question: 3

When choosing the social networks on which to build your presence, what's most important to think about: Choose only ONE best answer

- A. the networks on which you already have a good working knowledge
- B. which networks will become popular in the coming 1-2 years
- C. where your target audience is most active
- D. which networks best support the content you want to share

Answer: C

Question: 4

The following three things are part of a strong, descriptive Twitter bio for a Sales Professional. Choose only ONE best answer

- A. Your company's Twitter handle, a relevant industry hashtag, and personal interests or passions
- B. A complete description of your company's background, your professional experience, and how that experience will benefit future clients
- C. A list of previous employers and dates of employment, work references, and at least 1 testimonial
- D. At least 2 testimonials, your personal twitter handle, and at least 5 industry relevant hashtag

Answer: A

Question: 5

Social proof is a powerful way to build credibility and trustworthiness. On LinkedIn, _____ from existing, and previous clients are a great way to showcase your professional integrity and success. Choose only ONE best answer

- A. earnings reports
- B. "Verified Social Seller" Badges
- C. positive Recommendations and Skill Endorsements
- D. Upvotes and Likes
- E. Likes and content re-shares

Answer: C

Question: 6

To make it even easier to drive action from your Facebook Business page, Sales Professionals can add a _____ button underneath their cover photo. Choose only ONE best answer

- A. Send Direct Message
- B. Like This Page
- C. Post to Wall
- D. Share This Page
- E. Call-to-action

Answer: E

Question: 7

When it comes to gathering information on social media channels to setting the stage for well-targeted and effective outreach to clients and prospects, the two main approaches Sales Professionals can use are: Choose only ONE best answer

- A. Paid Acquisition and Earned Information
- B. Social Listening and Active Searching
- C. Owned Audience Analysis and Paid Analytics
- D. Google Analytics and Social Graph
- E. Google Analytics and Social Graph

Answer: B

Question: 8

_____ refers to using the Search functionality of social networks to proactively seek out new leads, insights, companies, decision makers, influencers, and more. Choose only ONE best answer

- A. Active Listening
- B. Advanced Search
- C. Social Targeting
- D. Active Searching
- E. Social Prospecting

Answer: D

Question: 9

In Hootsuite, you can configure separate streams for well targeted search queries. For example, say you're looking to engage with prospects at South by Southwest in Austin who are talking about video marketing . You can enter your search parameters (e.g., #videomarketing) and then _____ the search to the area in question to return relevant search results. Choose only ONE best answer

- A. triangulate
- B. cross reference
- C. geo-target
- D. UTM track
- E. Leadsift

Answer: C

Question: 10

The primary goal of social selling shouldn't be to try and close deals with prospects through social media platforms; rather your guiding purpose should be to: Choose only ONE best answer

- A. increase brand recognition for your company.
- B. set the stage for more effective outreach through traditional sales channels.
- C. boost your discoverability and SEO.
- D. phase out outmoded practices like phone calls and in-person meetings.
- E. get information about products and services into the hands of prospects in the least expensive way possible

Answer: B

Question: 11

When initiating contact with a prospect via direct message on a social network, ensure your message: Choose only ONE best answer

- A. is informal and not too specific.
- B. clearly specifies the range services you're able to offer.
- C. contains a presumptive close.
- D. is relevant and personalized to their pain points.
- E. always concludes with a firm ask for the business.

Answer: D

Question: 12

Hootsuite Amplify is a tool for organizations that enables sales professionals to _____ to their social channels with just a few taps of their mobile device. Choose only ONE best answer

- A. compile and share key analytics reports
- B. post strategic and complementary conversations with clients
- C. share certification badges
- D. design and register gravatars
- E. crowdsource and share relevant, company-approved content

Answer: E

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