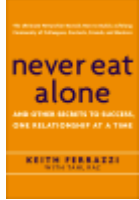


## Review Questions and Final Exam

Course name:	<b>Managing Alliances</b>
Course number:	6008N
Number of questions:	Review: 80 Final: 80
Prerequisite:	None
Course level:	Basic
Recommended CPE credit:	9 CPE hours
Recommended study time:	9 hours
Course format:	Interactive self study CPE credit calculated as 100% of total study time (i.e. 50 minute hour)
Reference text:	<b>Never Eat Alone</b> by Keith Ferrazzi
	Hardback: 320 pages
	Publisher: Currency
	ISBN: 0385512058 1st edition (2005)
Subject classification:	Management
Course updated:	November 21, 2005
Learning objective:	To learn how to develop personal alliances by building a lifelong community of colleagues, contacts, friends and mentors.
Instructions:	<p>This copy of the exam can be used to answer questions while <b>offline</b>.</p> <p>Please note that you will still need to <b>enter your answers online</b> by logging into the course system with your User ID and Password.</p>

Exam Name: **Managing Alliances**  
-Review Questions

- 1) When the author caddied at the local country club, the most important thing he learned was how to select the proper golf club for each shot.  
True  
False
- 2) The author found that reading great books had the most impact on his success in business.  
True  
False
- 3) If you form good relationships, you can expect to have lifetime employment with your organization.  
True  
False
- 4) Until you become as willing to ask for help as you are to give it, you are only working half the equation.  
True  
False
- 5) The author compares the network you develop helping others to the Internet.  
True  
False
- 6) The best place to look for a job is on the Internet.  
True  
False
- 7) Ferrazzi considers each of us to be a "brand."  
True  
False
- 8) Goal setting is critical to your success, according to the author.  
True  
False
- 9) The author emphasizes that it is important to select goals that are very easily achievable, so you don't get "stressed out" trying to achieve something big.  
True  
False
- 10) The Networking Action Plan tool is used primarily to plan what you want to accomplish during the short term; i.e. the coming 4 to 6 weeks.  
True  
False
- 11) Your goals should be general, such as "I'm going to increase my sales this quarter" so that you have an idea of what direction to go.  
True  
False
- 12) The author recommends you create a personal "Board of Advisors" to help you stay focused.

True  
False

13) Ferrazzi's job chief marketing officer at Starwood went as planned and he accomplished most of what he set out to do.

True  
False

14) You should start "networking" as soon as you become unemployed, but not before.

True  
False

15) The only way to establish solid relationships is to be introduced to new acquaintances by mutual friends.

True  
False

16) Your real network of contacts is like a rose garden, according to the author.

True  
False

17) Ferrazzi credits his father's decision to speak to the owner of the factory where he worked, as the single most important act that changed his life.

True  
False

18) Most people are natural networkers.

True  
False

19) If you can find someone who effectively connects with new people, you might want to hang out with that person and learn their techniques.

True  
False

20) One of the ways to end a meeting with someone you have met for the first time is to use an open-ended question.

True  
False

21) Good networking is equivalent to "Rolodex-building;" i.e. the more people you meet, the better off you are.

True  
False

22) Ferrazzi believes it is important to be transparent when you are networking, and for example, not hide your intentions.

True  
False

23) Most people naturally care, above and beyond anything else, about what it is they do, according to the author.

True  
False

24) The best setting to establish relationships at a convention is during meals.

True  
False

25) You should hide the fact that you did research on people you are meeting because they might feel somewhat “stalked” if they know you have been examining their background.

True  
False

26) One of Ferrazzi’s initiatives in his first year with YaYa was to prove to the world that YaYa was actually producing a viable product.

True  
False

27) When making a list of your “existing network,” the author suggests you include people who provide services to you (such as your plumber and painter).

True  
False

28) Ferrazzi credits most of the success of YaYa to the group of talented games programmers that they were able to entice away from the competition.

True  
False

29) If you need to make cold calls to a company, you should start by calling the president, then work down, so that you will have credibility when you call the lower ranking employees.

True  
False

30) Once you’ve gotten your foot in the door and someone has agreed to take your call, according to Ferrazzi you should offer to do a small consulting project at no charge.

True  
False

31) In your initial cold call, you should try to get commitment from the prospect to come to your company’s annual ski trip or something similar, so you can get to know the prospect on a personal level.

True  
False

32) You should strive to be friendly to gatekeepers.

True  
False

33) Ferrazzi believes you should keep your social and conference and event calendar full.

True  
False

34) One of the secrets to creating a solid network is to work eighteen hour days—because you have to work long hours if you want to meet a lot of people.

True  
False

35) Ferrazzi gets more done in less time by combining social activities with business activities.

True  
False

36) “Networking events” are one of the best places to find a job if you are unemployed.

True  
False

37) The author believes blogging has become influential.

True  
False

38) Ferrazzi believes that you should keep things that you are passionate about to yourself, so you can maintain a "private identity."

True  
False

39) You should wait a few weeks before you follow-up with a new acquaintance so they won't feel "hounded."

True  
False

40) Follow-up should always be in the form of a standard typed business letter.

True  
False

41) Ferrazzi believes conferences are one of the best places to find insight into business problems and gain in-depth knowledge about business issues.

True  
False

42) To get the most out of a seminar, you might want to think of yourself as a bowling ball, rather than a bowling pin, and act accordingly.

True  
False

43) You should consider volunteering to help with a conference if you want to become a conference "insider."

True  
False

44) A good "conference commando" might prepare a one page bio of people he wants to meet at a conference, so he will be able to make a real connection with the individual he is meeting.

True  
False

45) Ferrazzi maintains that you need great speaking skills like Zig Zigler or Tony Robbins to be taken seriously as a speaker.

True  
False

46) The author believes that instead of attending the conference banquets, you can use your time more effectively by going back to your room, ordering room service and spending the time with your laptop.

True  
False

47) A "deep bump" is used to meet someone casually, find out the key business problems they are having, and give a quick overview of the services you can provide, all in 30-40 minutes or less.

True  
False

- 48) Breaks during a conference are a good time for you to take a break, because most of the attendees will be busy talking on their cell phones.  
True  
False
- 49) Ferrazzi feels like follow-up with the people you meet at a conference is vital and should be done promptly.  
True  
False
- 50) Collecting lots of business cards is NOT a goal of attending a conference.  
True  
False
- 51) The author believes that you should have some "super-connectors" in your personal network.  
True  
False
- 52) The best way to befriend headhunters and help them out is to send them an unsolicited resume and call them from time to time to see if they've found a job for you.  
True  
False
- 53) When Ferrazzi says "never forget the person who brought you to the dance" he means you need to remember the person who introduced you to the new person.  
True  
False
- 54) The art of conversation is usually an acquired skill.  
True  
False
- 55) The author believes it is OK to introduce topics of conversation that some consider off-limits, such as spirituality, romance and politics.  
True  
False
- 56) When you first meet someone, you will make a good impression if you keep eye contact about 70% of the time.  
True  
False
- 57) The author suggests you cultivate a niche interest such as cooking, so you'll have something to talk about.  
True  
False
- 58) The Johari Window model indicates that successful communication depends on the degree to which we can align ourselves to match those we interact with.  
True  
False
- 59) The author suggests the best way to end a conversation at a social gathering is to try to slip away from the group unnoticed.  
True  
False

- 60) The author compares learning to be a successful connector to learning to be a parole officer.  
True  
False
- 61) Michael Milken helped the author understand how loyalty is created—and Milken believed there is no stronger motivation than money.  
True  
False
- 62) The best way to build loyalty is to “get away from the office” and invite clients out to a fancy dinner, a ballgame, a show or some equally impersonal venue.  
True  
False
- 63) The best way to get ahead is to work more hours and be on the biggest projects solving the biggest problems—and make a name for yourself.  
True  
False
- 64) If you want to make friends and get things done, you have to put yourself out to do things for other people.  
True  
False
- 65) If you want to develop relationships with executives and key people in your industry, you should be come a “knowledge broker.”  
True  
False
- 66) If you want to transform a contact into a friend, you need a minimum of 15 email messages back and forth, according to the author.  
True  
False
- 67) Ferrazzi saves time by calling people when he knows they are not in, so he can just leave a message and not actually have to talk to the people.  
True  
False
- 68) Your “anchor tenant” for your dinner party should be the CEO of a company.  
True  
False
- 69) Ferrazzi suggests the host or hostess of a dinner party should dress formally, so the guests feel like it is a special occasion.  
True  
False
- 70) Ferrazzi believes that an interesting person will get hired more often than an equally qualified boring person.  
True  
False
- 71) Ferrazzi believes that it is critical to success to embrace technology and learn at least one programming language fluently.

True  
False

72) A good personal brand will attract more and more people to you and your cause.

True  
False

73) Your Personal Branding Message should be derived from your uniqueness.

True  
False

74) To generate strong buzz, you need to have a large advertising budget.

True  
False

75) When you are just starting out and you are an "unknown," you must hire a PR rep to get a story in the media.

True  
False

76) You can use writing an article as an excuse to interview important people.

True  
False

77) If you want to meet movers and shakers directly, it helps to become a joiner of clubs and associations.

True  
False

78) Ferrazzi didn't have the right connections to join any clubs when he first moved to Chicago, so he formed The Lincoln Award for Business Excellence (ABE).

True  
False

79) There should usually be a financial incentive for an executive to mentor a lower level employee.

True  
False

80) Based on reading this book, it appears that Ferrazzi would make an interesting dinner party guest.

True  
False

- 1) As a kid, the author caddied at the local country club and made the following observation:
  - a) You must be born with a lot of talent to succeed
  - b) The most important factor in success is how wealthy your parents are
  - c) The web of friends and associates you know can help you succeed
  - d) There's no business like show business
  
- 2) Real networking is about:
  - a) Finding ways to make other people more successful
  - b) Finding people wealthier than you that can teach you how to become wealthy
  - c) Making contacts that can help your career
  - d) Finding out who the power brokers are in your industry
  
- 3) Which of the following is NOT a benefit of building a career with relationships:
  - a) You learn a great deal about yourself, other people, business and the world
  - b) Ensures lifetime employment with your current employer
  - c) It's good for the companies you work for
  - d) You can become a thought leader in your field
  
- 4) If he had to sum up the key to success in one word, the author would say it was:
  - a) Dependability
  - b) Loyalty
  - c) Honesty
  - d) Generosity
  
- 5) You can't keep score of the people you help and the more people you help, the more help you'll have and the more help you'll have helping others, according to the author. He likens this network of helping to
  - a) The Internet
  - b) The solar system
  - c) The banking system in the U.S.
  - d) The New York subway system
  
- 6) If you need a job, what is the best thing to have?
  - a) History of hard work
  - b) Experience
  - c) An extended circle of friends and associates
  - d) Talent
  
- 7) The author believes each person should consider himself a:
  - a) Brand
  - b) Hoarder
  - c) Greedy power broker
  - d) Score-keeper

- 8) Which of the following is NOT part of Ferrazzi's goal setting strategy?
- a) Be specific
  - b) Make setting goals a habit
  - c) Write your goals down
  - d) Wait until you are well established in your career to start your goal setting process
- 9) Human ambitions are like \_\_\_\_\_; they grow proportional to the size of their environment.
- a) Earthworms
  - b) Japanese carp
  - c) Sharks
  - d) Dinosaurs
- 10) The Networking Action Plan involves setting out your goals for what you'd like to accomplish in:
- a) Three years
  - b) Ten years
  - c) Your lifetime
  - d) The Networking Action Plan does not include a timeframe for the goals
- 11) Your goals should be specific and contain all of the following EXCEPT:
- a) Reasons why you might not be able to reach your goal
  - b) Steps you'll take to achieve your goal
  - c) Date by which it will be accomplished
  - d) Measurement you'll use to gauge whether you've achieved the goal
- 12) The author mentions all of the following for your personal "Board of Advisors" EXCEPT:
- a) Friends
  - b) Stockbroker
  - c) Relatives
  - d) Mentors
- 13) Ferrazzi accomplished which objective during his tenure at Starwood Hotels?
- a) Oust president so he could move up to that position
  - b) Consolidate marketing functions to create a global outlook
  - c) Acquire Motel 6 to increase market saturation
  - d) None—he left the company without achieving his objectives
- 14) If you are thinking about starting your own company, you should:
- a) Try to get your first customer lined up before you quit your salaried job
  - b) Consider working for free to establish your credibility
  - c) Identify the top people in the industry you want to work in
  - d) All of the above
- 15) Which of the following is NOT a suggested way to create new relationships for your community:
- a) Create a company-approved project that will force you to meet new people within your company
  - b) Take on leadership positions in the hobbies that interest you
  - c) Establish a reading program where you read one new book a week
  - d) Enroll in a class at a community college on a subject that relates to a job you see yourself doing in the future

- 16) The author believes your network of contacts is like:
- a) An ocean
  - b) An overgrown jungle
  - c) A desert
  - d) A river
- 17) The lesson Ferrazzi learned when his father set up a meeting with the factory owner was:
- a) It never hurts to ask
  - b) Don't ask, don't tell
  - c) Look before you leap
  - d) Low risk, high reward
- 18) The three steps to dealing with anxiety about meeting others DO NOT include:
- a) Acknowledge that your fear is normal
  - b) Recognize that getting over that fear is critical to your success
  - c) Commit to getting better
  - d) Learn a few "knock knock" jokes to break the ice
- 19) The author suggests which of the following methods of learning how to connect with new people?
- a) Find a role model and hang out with them
  - b) Listen to books on tape on the subject of "networking"
  - c) Attend hypnotherapy sessions to reduce anxiety
  - d) Take acting lessons so you can learn to "act confident"
- 20) DeAnn Rosenberg, "The Madam of Moxie" provides a script to use when meeting people. She suggests you close with:
- a) A request for an appointment
  - b) An open ended question
  - c) A request for the sale, if you are selling a product
  - d) An invitation to sign a contract
- 21) A "networking jerk" could be characterized by all of the following EXCEPT:
- a) Sincere
  - b) Ruthlessly ambitious
  - c) Glad-hander
  - d) Hyper-Rolodex-builder
- 22) You want to avoid being a "networking jerk" at the upcoming meeting, so you:
- a) Limit your conversations to harmless gossip about your company
  - b) Openly admire an author that you are speaking with
  - c) Meet as many people as you can
  - d) Boss around the waiters, to demonstrate your authority
- 23) When he is planning to introduce himself to someone for the first time, Ferrazzi concentrates on finding out
- a) What the person is like as a human being
  - b) What he or she feels strongly about
  - c) What his or her proudest achievements are
  - d) All of the above

- 24) During mixers at conventions, Ferrazzi recommends hanging out
- a) On the way to the restrooms
  - b) Right past the coat check area
  - c) At the bar
  - d) Near the dessert table
- 25) Ferrazzi routinely does research into a person's background before meeting them for the first time. When people find out he's done preliminary research about them, they have a tendency to feel
- a) Stalked
  - b) Flattered
  - c) Suspicious
  - d) Angry
- 26) A new term used to describe YaYa's business was:
- a) Advergaming
  - b) Banner-swatting
  - c) Eduvacation
  - d) Funaction
- 27) When you make a list of people in your existing network, Ferrazzi suggests you include all of the following EXCEPT:
- a) Neighbors, past and present
  - b) Friends of relatives
  - c) Names from your local paper's obituary pages
  - d) Former teachers
- 28) YaYa might not have made it beyond the first year operations if there hadn't been \_\_\_\_\_:
- a) A series of competitor's business failures
  - b) A large recession
  - c) A big spike in demand for online games
  - d) A bunch of lists of important contacts for the company
- 29) You can use websites to try to find someone in common with the person you are trying to contact.

The author suggests all of the following websites for finding common connections EXCEPT:

- a) match.com
  - b) linkedin.com
  - c) zerodegrees.com
  - d) capitalIQ.com
- 30) When you make a cold call, Ferrazzi believes you should "state your value." What he means is:
- a) Say what you can do for your caller
  - b) Elaborate on the money you can save the caller
  - c) Discuss specifically how much you charged your last customer
  - d) Reveal how much your services were worth to a past customer, in terms of increased sales

- 31) In most instances, the objective of your cold call to a prospect is to:
- a) Get a purchase, no matter how small
  - b) Get an appointment where you can discuss the proposition in more detail
  - c) Talk as long as possible, so as to develop a relationship with the prospect
  - d) Establish the terms and prices of the expected engagement
- 32) When trying to get through a gatekeeper to contact someone, you should do all of the following EXCEPT:
- a) Establish your presence and make it known that you won't go away
  - b) Come across as aggressive
  - c) Create the presumption that a return call is imminent and expected
  - d) Be apologetic and vulnerable, if the situation indicates
- 33) What does the author consider a fate worse than failure?
- a) Solidity
  - b) Frivolity
  - c) Popularity
  - d) Invisibility
- 34) To meet your personal networking goals, you must:
- a) Work long hours
  - b) Set goals and work hard
  - c) Do a lot of "slogging"
  - d) Take it easy and always seem approachable
- 35) Ways that Ferrazzi triples his active working day is all of the following except:
- a) Interviews prospective employees while working out
  - b) Invites friends to join him for business meetings
  - c) Uses two phones at one time to carry on two different conversations
  - d) Meets with people in cabs on the way to the airport
- 36) "Networking events" are often characterized by all of the following EXCEPT:
- a) Passion
  - b) Desperation
  - c) Joblessness
  - d) Unemployment
- 37) The power of shared passion in bringing people together can be seen in modern day
- a) Blogs
  - b) Networking groups
  - c) Drivers' education classes
  - d) Dentists' waiting rooms
- 38) Approaches that the author likes to use to keep in touch with business and personal friends includes all of the following EXCEPT:
- a) Meet for breakfast
  - b) Attend funerals
  - c) Invite someone to share a workout
  - d) Invite someone to a book-signing party

- 39) Per the author, the key to success in any field is:
- Sensitivity
  - Aggressiveness
  - Follow-up
  - Elocution
- 40) Follow-up with new contacts should be all of the following EXCEPT:
- Timely, sent as soon as possible after the meeting
  - Brief
  - Personalized, addressing the person by name
  - Thorough, asking the contact to reiterate what they can “bring to the table”
- 41) To increase the value of attending a conference, the author recommends:
- Planning to obtain as many handouts as you can from conference sessions you can’t attend
  - Working from your hotel room during any breaks
  - Setting goals ahead of time concerning people you would like to meet
  - None of the above—conferences are generally a waste of time and money
- 42) To use your time wisely at a conference, you should focus on all of the following EXCEPT:
- Set up one-on-one meetings
  - Organize dinners
  - Meet people
  - Take careful notes at seminars
- 43) The benefits of volunteering to help with a conference include which of the following:
- Find out who is attending in advance
  - Find out why some speakers were chosen and some were not
  - Find out the best forums for networking
  - All of the above
- 44) The concept of a “conference commando” implies someone who is:
- Prepared in advance of a conference with info on who they want to meet, how to meet them and where to meet them
  - Knowledgeable about seminar scheduling and how to effectively change the conference schedule
  - Knows how to “con” other commandos
  - Able to get into an important conference uninvited
- 45) To become an effective speaker, Ferrazzi suggests all of the following EXCEPT:
- Join Toastmasters International to gain practice
  - Practice speaking to small groups before you speak to large groups
  - Offer a small payment to the conference organizer to get on the agenda
  - Develop a spiel about the niche you occupy in your field
- 46) A effective “conference commando” alternative to attending the conference banquet is to:
- Go back to your room, order room service and work on your laptop
  - Hold a private dinner party at a local restaurant for a few invited attendees
  - Put together a social outing for the entire conference group to visit for example, a museum

- d) Schedule a swim in the hotel pool during the keynote address given by the key conference speaker
- 47) The “deep bump” is used by a “conference commando” to
- Literally gently bump into someone when passing, to use as an excuse to start a conversation
  - Position yourself in front of the sign-in table so people are forced to acknowledge you
  - Create a meaningful connection between two people in a short two minute encounter
  - Go deep into a group of people and bump into the person in the middle of the group
- 48) During conference breaks, you should do all of the following EXCEPT:
- Position yourself at a location where most people will gather, such as near the food table
  - Spend the time wisely by making a few quick calls on your cell phone
  - Remember to look sharp and dress well so you’ll make a memorable first impression
  - Use the “deep bump” technique to connect with people
- 49) Ferrazzi embraces which one of the following rules about follow-up:
- Always follow-up by phone initially, email is too impersonal
  - Follow-up as soon as possible after meeting them at a conference
  - Do not send a note to the speakers, because you will be considered a “brown-noser”
  - It’s best to have a secretary write your follow-up letters because it seems more professional
- 50) The main thing you should plan to get out of a conference is:
- A chance to meet a celebrity (i.e. the keynote speaker)
  - A lot of business cards—because you can always follow-up later
  - A “best friend forever” (BFF)
  - Connections with 3-4 people you wanted to meet
- 51) When the author quotes a study that immortalized the phrase “the strength of weak ties” the weak ties he is referring to are:
- People who are merely acquaintances
  - Old “power ties” that are no longer in fashion
  - The idea that your shoes won’t stay tied for long if they have worn shoelaces (ties)
  - Familial ties, because those are “the ties that bind”
- 52) The “super-connectors” that Ferrazzi describes include people in the following groups EXCEPT:
- Teachers
  - Restaurateurs
  - Headhunters
  - Fundraisers
- 53) When you partner with someone to expand your circle of friends and acquaintances, you should do all of the following EXCEPT
- Be equal partners and give as much as you get
  - Give the partner complete access to your entire list of contacts
  - Trust your partner
  - Exchange contact around specific events
- 54) Your objective in making small talk should be all of the following EXCEPT:
- Start a conversation
  - Get your main point across quickly

- c) Create a bond
  - d) Leave the other person thinking “I like you”
- 55) Ferrazzi believes you should strive to keep your business conversations
- a) About business matters only, to come across professionally
  - b) Educational, using one of the fail safe conversation starters, such as “How did you get started in your business?”
  - c) Polite, using inconsequential questions so the other person doesn’t feel intimidated
  - d) Interesting, by revealing some of your vulnerabilities
- 56) Positive non-verbal cues include all of the following EXCEPT:
- a) Handshake
  - b) Eye contact about 70% of the time
  - c) Crossed arms
  - d) Hearty smile
- 57) When the author refers to “conversational currency” he is talking about the idea that:
- a) You should have a few topics you can talk about enthusiastically
  - b) A good conversation can result in “currency in your pocket” from the business relationship
  - c) You can “spend” your conversation like money
  - d) Each word has a dollar value, so you should pick and choose your words carefully
- 58) The Johari Window model as the author describes it pertains to:
- a) What kind of environment people prefer (warm/cool)
  - b) How much ESP you have with regards to other people
  - c) How much people reveal of themselves
  - d) What level of education a person has attained
- 59) When you conclude a conversation, to establish a lasting connection, the author suggests you should:
- a) Recommend a good book to the person to read, to help them overcome any shortcomings you have noticed
  - b) Establish a verbal agreement to meet again
  - c) Ask them if they’ve read any Dale Carnegie books
  - d) Explain that you can’t spend any more time talking to them, because there are some important people you need to meet on the other side of the room
- 60) The author describes successful relationship builders as an amalgam of all of the following EXCEPT:
- a) Financial guru
  - b) Sex therapist
  - c) All-around do-gooder
  - d) Parole officer
- 61) Michael Milken revealed to the author that the three things that engender deep emotional bonds between people are:
- a) Health, wealth and children
  - b) Health, security and common interests
  - c) Passions, common interests and fun
  - d) Sharing food, wine and conversation
- 62) Per Ferrazzi, the best way to build loyalty in clients and prospects is to

- a) Take them to a fancy dinner, with other people they might like to meet
  - b) Invite them to your home, to meet the family and understand how to help them as individuals
  - c) Obtain tickets for them to an exclusive sporting event or show
  - d) Offer to baby-sit, while they go out for a nice quiet evening alone with their spouse
- 63) If you want to move up in an organization, Ferrazzi recommends all of the following EXCEPT:
- a) Get your hands on as much information as you can, and withhold it from as many people as possible
  - b) When someone mentions a problem, think of possible solutions
  - c) Think about how you're going to make everyone around you successful
  - d) Read a book from the Wall Street Journal's business bestseller list
- 64) Ferrazzi believes you should make yourself indispensable and compares himself to a:
- a) Switchboard
  - b) Lear jet
  - c) Safety razor
  - d) Automated fax machine
- 65) If you want to become a "knowledge broker," the author suggests that you:
- a) Start by getting a real estate broker license
  - b) Enroll in an MBA program, preferably at night
  - c) Start by getting to know some of your parent's friends who are in business
  - d) Read a book from the Wall Street Journal's business bestseller list
- 66) When you are developing a new relationship, Ferrazzi feels like the new contact needs to see or hear your name in at least \_\_\_\_\_ modes of communication (for example an e-mail, phone call, meeting, etc.) before there is substantive recognition.
- a) 2
  - b) 3
  - c) 4
  - d) 5 or more
- 67) Which of the following is NOT mentioned by the author as a time-saving method of staying in touch with contacts:
- a) Call when you know they are not available to talk
  - b) Send emails while you are in the bathroom
  - c) Make two calls at once (cell phone and land line)
  - d) Make calls from a cab
- 68) For the author, an "anchor tenant" is
- a) Someone outside your usual circle of friends, that other people would like to meet, that you invite to your dinner party
  - b) The main tenant in your small apartment property, who in turn attracts new tenants to the property
  - c) An unpopular neighbor in your building that won't move (i.e. they have put down an anchor)
  - d) Someone you want to become friends with that has a boat
- 69) Which of the following is NOT a recommendation for having a great dinner party?
- a) Use invitations
  - b) Serve plenty of wine
  - c) Don't seat couples together

- d) Dress formally
- 70) The “airport question” that can differentiate you in a pool of equally talented candidates is
- Is this someone I would like to introduce to my mom?
  - Will this person ever amount to anything?
  - If I were trapped in an airport for hours, would I want to spend my time with this person?
  - Would this person look like a security risk in an airport?
- 71) The ten steps to becoming an expert include all of the following EXCEPT:
- Maintain your health
  - Ask seemingly stupid questions
  - Avoid learning new technology
  - Follow the money
- 72) A personal brand can do all of the following EXCEPT:
- Broadcast your mission and content
  - Articulate what you have to offer
  - Establish why you are unique
  - Shine your shoes
- 73) Ferrazzi uses “PBM” to mean
- Please Bury Me (with friendliness)
  - Personal Branding Message
  - Pack Before Mailing
  - Patience Before Money
- 74) Ferrazzi credits Ya-Ya’s rise to being a market leader with:
- A mention on the Oprah Show
  - A very large advertising budget
  - The creation of a lot of buzz
  - An association with Napster
- 75) To get you or your company mentioned in the media, the author believes you must:
- Be persistent
  - Hire a PR rep
  - Know the editor personally
  - All of the above
- 76) In order to get your first few articles published, you should:
- Ask a ghostwriter to actually do the research for you
  - Plan to submit your article to the New York Times, for broadest exposure
  - Call an editor to get tentative buy-in before writing the article
  - Write in a Shakespearean style, because it’s classic
- 77) Some places mentioned where you might meet prominent people are all of the following EXCEPT:
- Offices of People magazine
  - Conferences
  - Nonprofit boards
  - Golf tournaments

- 78) You'd like to join a club, but you don't have the right connections. Ferrazzi suggests that you:
- a) Create and form your own club
  - b) Wait until you are older
  - c) Join some junior boards until you're older, so you can meet some people to date
  - d) Consider moving to a city where you have at least a few connections
- 79) The crucial components to any mentorship are:
- a) Money
  - b) Reciprocity
  - c) Caring
  - d) Both B and C
- 80) Ferrazzi could best be described as:
- a) Lazy
  - b) Slowpoke
  - c) Boring
  - d) Enthusiastic go-getter