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QUESTION 1

Creating or marking an opportunity as lost will result in the change of a prospect's score

- A. True
- B. False

Correct Answer: A

QUESTION 2

Which of these are default user roles?

- A. Administrator
- B. Admin Vacation
- C. Marketing
- D. Sales Manager
- E. Sales Manager's Assistant
- F. Sales User

Correct Answer: ACDF

QUESTION 3

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep gives the visitor a phone call.
- B. The sales rep increases the visitor's score to 100.
- C. The sales rep manually associates the visitor with a prospect.
- D. The sales rep walks the visitor through a demo.

Correct Answer: C

QUESTION 4

What is the expected behavior if an automation rule is NOT set to repeat?

- A. The prospect can match the criteria multiple times and the action runs each time.
- B. The action can only run once per day on the prospect.



C. The prospect matches the criteria once, but the action runs multiple times.

D. The prospect matches the criteria once and the action runs once.

Correct Answer: C

QUESTION 5

None of the above

Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.

A. True

B. False

Correct Answer: B

When creating a Pardot form to register a prospect for a webinar, you must, at a minimum, include these three required fields to successfully register the prospect for a webinar.

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