

MODULE FOUR ASSESSMENT GUIDE

ULTRAVANTAGE

module four

BUILDING YOUR CREDIBILITY WITH PROSPECTS





LESSON 1:

EXCELLENT APPEARANCE = CREDIBILITY BOOST

Q1. Personal appearance is a major tool for building credibility. True or False?



LESSON 3:

MASTERING SALES VOCABULARY

Q2. Mr. A just got a job in a multinational company and is responsible for driving company revenue. What would you advise Mr. A to do first to effectively drive sales?



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Sales.	Culture. Transformation

LESSON 3:

USING SOCIAL PROOF TO DRIVE ACCEPTABILITY

Q3. You just finished a presentation and Mr. A is having trouble deciding whether to buy from you after explaining your product benefits. What do you think should be done next to help Mr. A make a decision?



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