



ADVANCED SALES MANAGER CERTIFICATION

**ADVANCED SALES MANAGER CERTIFICATION (ASMC)  
STUDY GUIDE**

Sponsored by the:



**Business Training Institute**

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Please use this guide to assist in preparation for the Advanced Sales Manager Certification (ASMC) examination.

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## **BUSINESS TRAINING:**

**The Business Training Institute** is the leading online program for specialized niche business certification programs. The team behind Business Training Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

The Business Training Institute is a global training and certification organization that has provided practical industry-specific certification to over 15,000 clients from the United States, Europe, and more than 75 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

**The Business Training Institute's Mission:** To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

**The Business Training Institute** helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in a few months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

**MASTER'S CERTIFICATE PROGRAMS:** The Business Training Institute is proud to offer several advanced Master's Certificates that require the completion of five programs from the Business Training Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website: <http://BusinessTraining.com/Masters-Certificate/>

## **I. ASMC DETAILS AND TIMELINE:**

### **PROGRAM DETAILS:**

The **Advanced Sales Manager Certification (ASMC)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The ASMC Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the

knowledge depth and comprehension from the materials digested, the ASMC certification prepares individuals for successful, real-world application.

### III. The Experts interviewed for this sales manager certification include:



**Brian Tracy:** Brian is a top 20 most well-known global business speaker and trainer for sales managers and sales career professionals. Brian has spoken in over 80 countries to over 5,000,000 people live. He offers some of the best-selling books in the world on time management, productivity, and business growth. We were honored to have the chance to interview him for our BusinessTraining.com platform.



**Dan Waldschmidt:** Dan is a self-described sales nerd and well known expert in the industry of sales. Dan likes to push companies past conventional behavior and tries to help his clients see things differently by stopping and thinking about what they are doing. Dan has helped 100's of clients produce huge sales increases and he shares some of his best practices within this expert audio interview.



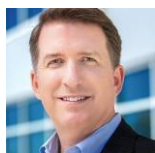
**Dave Kurlan:** Dave is the CEO of Objective Management Group Inc. He is a top rated speaker and a bestselling author of the book: Baseline Selling. Dave runs a sales development firm assisting companies in all aspects of growing their revenue. He helps people improve their sales systems and infrastructure so they can boost their sales results every year.



**Drew Stevens:** Drew is a sales management, growth expert, and CEO of the Stevens Consulting Group. He helps clients connect with their own customers and grow meaningful relationships with them. Through Drew's consulting, workshops, and coaching practices he has helped 100's of clients improve their sales performance. Within this valuable expert audio interview Drew provides \$1,000's worth of sales tips and best practices.



**Erik Luhrs:** Eric is the creator of the Guru Selling System. He trains sales teams and managers helping them improve their sales and revenue figures. He is an expert on helping professionals and brands develop their persona in the marketplace. Enjoy this expert audio interview from someone who often charges over \$200 an hour for this same type of sales training advice.



**Tom Searcy:** Tom is a speaker and expert on big account selling. He is also the author and founder of "Hunt Big Sales." Tom provides training programs and products for those companies who are striving to improve their sales. Tom speaks on average 50 times every year to many types of clients and he is one of the nation's leading experts on sales.



**Ken Nicholas:** Ken is a blogger on a blog called Mind on Media Sales. Ken's entire career has been focused on sales and he now shares his knowledge online through his blog. Most of Ken's experience has been selling within the areas of radio, newspaper, magazines, and digital media as well.



**Tibor Shanto:** Tibor is a prolific blogger and sales expert who runs Renbor Sales Solutions, Inc. Tibor is the co-author of Shift! "Harness The Trigger Events That Turn Prospects into Customers."



**Brad Stafford:** Brad Stafford is an expert copywriter with over 7 years of experience in this area. Within this expert audio interview Brad shares the strategies he uses and the insights he has gained by focusing on improving his sales pages and emails over the years.



**Jon Farrington:** Jon is an author, thought leader, and business coach in the area of sales. His team is run out of London and Paris; he helps his clients assess sales professionals and implement sales best practices within their own business.



**Michael McLaughlin:** Michael is a sales expert and principle at Mindshare Consulting, LLC. He is a business consultant who focuses on helping professional service firms such as PR professionals, lawyers, or other consultants improve their sales and marketing. He works

with medium sized professional service firms for years.



**Art Sobczak:** Art is a speaker, trainer, and author on sales and cold calling. His business is called Business by Phone; he focuses on helping sales professionals use the phone more effectively while selling.



**Kelly Robertson:** Kelly is the president of the Robertson Training Group and a speaker and trainer on sales.

His group helps sales professionals improve their results, and earn more money through making more sales.



**Greta Shulz:** Greta is head of Shulz Training; a leading sales training company. Greta has been working in business development and sales for most of her career and she is a nationally recognized figure in the industry. We are honored to have completed this valuable interview with Greta, make sure not to miss this recording.



**Mark Hunter:** Mark Hunter has over 25 years of experience in customer service, marketing, and sales. He now acts as a sales consultant helping his clients find and retain valuable customers.

He works with small 5-10 person companies as well as Fortune 500 multi-billion dollar corporations so he knows what leads to a valuable combination of sales and customer service.

## Advanced Sales Manager Certification (ASMC) Video Modules:

1. Copywriting in Sales
2. Sales Letter Postscripts
3. What is Upselling?
4. Voicemail Templates for Sales Professionals
5. Top 3 Competitors Compared Via Email
6. The Never Ending Power of Free
7. Super Clear Unique Selling Proposition (USP) for Super Sales
8. Subscription Selling Tips
9. How to Write an E-Book?
10. \$10,000 Sales Career Mistakes
11. Personal Improvement for Sales Improvement
12. Sales Objection Judo
13. Lead Management
14. How to Sell Intangibles
15. How to Reverse Sales Pressure?
16. How to Prep for A Big Sales Call
17. Easy Sales
18. Email Marketing Techniques
19. Cross Selling Strategies
20. Sales Funnel Definition
21. Competitive Intelligence
22. Sales Funnel Construction
23. Educational Marketing
24. Creative Sales = \$\$\$
25. Cold Calling Tips for Sales
26. Sales Strategy: How to Beat Your Competition into The Ground
27. Aiming for Wow in Sales
28. The 4 P's of Sales
29. Customer Service as a Sales Vehicle

The **Advanced Sales Manager Certification (ASMC)** program is sponsored by the Business Training Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for ASMC Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

### 4 STEP CERTIFICATION PROCESS



## **TIMELINE & EXAMINATION DATES:**

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule. After joining you may select an examination date that works well for you we provide the exams on the 1<sup>st</sup> Wednesday of each new month.

The Business Training Institute exams are administered 100% online. When you have completed the strategic project (outlined later in this study guide), please follow the project submission instructions. Once you have submitted your completed project, you are welcome to schedule your exam date.

**Please note that your exam date request must be received at least 2 weeks before the exam date.** For example, if you would like to sit for the January 10<sup>th</sup> exam, we would need to receive your request no later than December 27<sup>th</sup>.

### **To register for an examination date:**

- 1) Email your completed ASMC project (*explained in detail in this study guide*).
- 2) Include your desired exam date in the email with your completed project.

## **LEARNING OBJECTIVES OF THE ASMC:**

- To ensure each participant has mastered the fundamentals of sales and the sales cycle
- To provide a framework for conducting competitive due diligence and using that knowledge for framing, leveraging a Unique Selling Proposition (USP) and handling objections
- To equip sales professionals with advanced selling strategies such as educational marketing, reversing the sales pressure, up selling, cross selling, and pre-planned sales questions
- To provide sales professionals a competitive advantage in the real world through providing them with more tools and processes to follow than others in the field

## **IV. REQUIRED READINGS:**

1. The Marketer's Bible by Richard Wilson ISBN# 9781460945780 (Chapters 3, 4, 5, 16, 17, 18, 19, 20, 21, 22, 23, and 25)
2. Little Red Book of Selling by Jeffrey Gitomer ISBN# 1885167-60-1 (Full Book Required)

## **V. ASMC EXAM PREPARATION**

### **3. EXAM COMPOSITION:**

There are a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 1 point each, and 20 of which can be earned from 2 short answer questions that are worth 10 points each. Please see below for the composition and distribution of the points in-depth.

<b><u>Topics and Weights</u></b>	
<b>Sales Fundamentals (20)</b>	Multiple Choice Questions
<b>Sales Cycle &amp; Process (20)</b>	Multiple Choice Questions
<b>Educational Selling/Positioning (20)</b>	Multiple Choice Questions
<b>Advanced Selling Strategies (20)</b>	Multiple Choice Questions
<b>Comprehensive &amp; Conceptual Essay Questions</b>	2 Essays

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings 2 hours will be sufficient.

#### 4. TERMS AND CONCEPTS TO KNOW:

Below, please find the terms and concepts that you should be able to define after having read the required readings.

Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions and meaning of these phrases that authors have provided. If you understand all of the terms below in the context of the required readings you will be able to answer a good amount, but not all of the questions on the multiple choice examination.

- Cross Selling
- Up Selling
- Educational Marketing
- Choke Points
- The Angels & Demons approach to selling
- Unique Selling Proposition (USP)
- "Brand Me" strategy
- Engagement Questions
- Testimonials
- The Rule of "The More, The More"
- Toastmasters
- Creative Environment
- 30-Second Commercials
- The Sales Cycle
- 5 Great Rules of Sales
- Monthly Sales Pulse
- SMART Goals
- Customer Value
- 5 Pillars of Selling
- The 6 I's of Relationship Cultivation
- Sales Knowledge Management
- The 4 Square Planning Model
- Educate Your Instincts
- Building Rapport
- BHAGS
- Hedgehog Concept
- Speed of Implementation



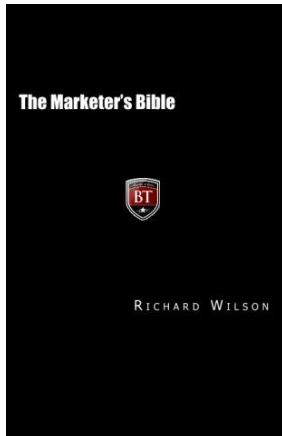
### **3. SAMPLE QUESTIONS:**

1. Gitomer recommends that instead of selling the product and the appointment, you sell the service.
  - a) True
  - b) False
  
2. To improve your humor, Gitomer recommend that you need to\_\_\_\_\_.
  - a.) Hire a high-end humor coach of some type
  - b.) Become a student of humor
  - c.) Stop being serious and start being more goofy
  - d.) Take clients out to happy hour more often
  
3. Cross selling is the sale of a small product across multiple industries to increase the profits of total product or service sales.
  - a) True
  - b) False
  
4. All of the following are things that improve your creativity in sales **except**:
  - a.) Your attitude
  - b.) Your self belief
  - c.) Your schedule
  - d.) Your support system
  
5. Copywriting is persuasive writing that is aims to get the prospect to take some action after reading your written word.
  - a) True
  - b) False

## II. BOOK SUMMARIES

### THE MARKETER'S BIBLE

By Richard Wilson



#### **CHAPTER 4: COMPETITIVE INTELLIGENCE**

This chapter is not critical for the examination but an important part of sales and knowing how your product or service is positioned in the marketplace. Please pay attention to key terms and strategies regarding completing competitive intelligence both within this chapter and the required video modules as well.

#### **Chapter 5: Killer Copywriting**

For the Advanced Sales Manager Certification (ASMC) program it is important that you are familiar with the very basics of copywriting. Be sure that you know what copywriting is, what a copywriter does, and how this is related to persuasive writing and not any type of legal protection system. Before moving on from this chapter be familiar with some copywriting best practices related to headlines,

postscripts, and strong offers.

#### **Chapter 6: Influence & Persuasion**

This chapter introduces you to the very basics of influence and persuasion and provides a few examples of influence principles that you can put to work in sales. Influence is one of the highest return areas for studying to give yourself in edge in all sales situations.

#### **CHAPTER 14: SALES 101**

This chapter presents some fundamentals of sales that are critical to doing well on the examination. Know what the Sales Cycle is and pay attention to the bulleted and numbered lists as well such as the list of the Top 5 Rules of Sales. This chapter also reviews The 6 I's of Relationship Cultivation to show how you can systematically develop strong relationships with your prospects. This section on relationship cultivation and the following on Sales Knowledge Management are both important to know well.

#### **CHAPTER 15: SALES GROWTH TOOLBOX**

This chapter provides some additional tools for increasing your sales and profits. The beginning of the chapter starts out with four proven rules for creating excessive profits. The chapter goes on to present the 4 Square Planning Model and the Top 5 types of sales objections you will most likely encounter while trying to reach your sales goals. If you are working within a medium to large sized company you may be asked to develop a sales plan or campaign, while doing so it may help to refer to the A, B, C's of sales campaigns model in this chapter.

#### **CHAPTER 15 - CONTINUED: "CHAPTER 18" SALES TEAM DEVELOPMENT (STARTING ON PAGE 518)**

This chapter covers best practices in developing a strong sales team. If you get really good at sales it is only a matter of time before you are running your own sales team or starting your own business and in charge of hiring professionals to help you execute your proven sales methods. The most important part of this chapter is understanding the importance of lead management as your team grows, please know what a

Customer Relationship Management (CRM). It will be helpful on the test and for your sales career to know about taking your monthly sales pulse and using SMART goals as well.

#### **CHAPTER 16: PROSPECTING**

This chapter focuses on methods and strategies for prospecting for new customers. You should know exactly what rapport is and how to build it by the end of this chapter. Rapport building is a key sales building block that you must get right to become great at selling.

#### **CHAPTER 17: STRATEGIES TO GIVE YOU AN EDGE IN SALES**

Within this chapter we review a few classic business management and growth books and apply them to improving yourself as a sales professional. Please know what a BHAG is and exactly what your own sales BHAGs are right now in your current position. Also, know the importance of Clock Building, the HedgeHog Concept, why good is not enough, and the Flywheel Concept.

#### **CHAPTER 18: INTERNATIONAL SALES EXPANSION**

If you are not working on global sales yet, you soon will be. Many businesses are finding that their fastest growing percentage of sales is from outside of their domestic location whether that be in Europe, the United States or fast growing countries such as Brazil. As the economies of growing nations further adapt high speed internet and learn to trust the internet for every day commerce, international sales is becoming more important to competing well in every industry. For this chapter please familiarize yourself with the risks of international operations and the KISS principle.

#### **CHAPTER 19: NETWORKING 501**

It is important to get good at networking as you will eventually be trying to sell to hard-to-reach prospects if you are not already. This is because those with more resources and authority in our society are very in demand and hard to get in touch with. In this short chapter pay attention to the 8 Networking Tricks of Rainmakers and try to put these to use right away before they are forgotten.

#### **CHAPTER 20: NAVIGATING NEGOTIATION BASICS**

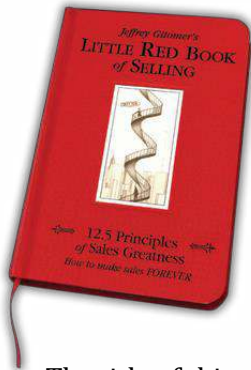
This chapter introduces you to some negotiation best practices. Whether you are negotiating with your boss, business partner, team, or sales prospect negotiation skills will pay back many fold over several years of your selling career. For the examination know what 3D negotiation is and the 6 Pitfalls of Negotiation.

#### **CHAPTER 22: CONCLUSION**

The most important part of this chapter is the section on speed of implementation. Please know for the examination what speed of implementation is a business principle, and what it is important in business and sales. Also, think to yourself how you can implement what you have learned within this program more quickly so you will maximize the benefit you get from this program.

# LITTLE RED BOOK OF SELLING

by Jeffrey Gitomer



The Little Red Book of Selling is a classic read by millions of sales professionals. This book contains more practical sales knowledge and how-to information per minute of reading than any other sales book we have ever found and that is why it was included within this program.

Don't be fooled by this book's small size, it is hugely valuable and should be read several times. Before Chapter 1 even begins there is a great list of differences between failed sales professionals and super successful sales professionals on page 20.

## **CHAPTER 1 - KICK YOUR OWN ASS**

The title of this chapter pretty much sums up the content, the details of the chapter give you methods for kicking your own ass. Page 40 provides a very motivating list of actions you can take right now to kick start your sales efforts and self-improvement actions.

## **CHAPTER 2 PREPARE TO WIN**

Within this Chapter Gitomer provides a list of 8.5 ways that you can prepare to win, arguing that the more prepared sales professionals are going to come out on top with all things held equal. The good news is that things are never equal, there is always one person who is far more prepared, more focused, and more well trained. You can become that person, by focusing in the instructions provided within this book.

## **CHAPTER 3 PERSONAL BRANDING IS SALES**

Gitomer is a huge fan of personal branding because it has worked so well for him in all types of sales. Know what "Brand Me" is for the examination and try to apply it to your current sales situation.

## **CHAPTER 4 IT'S ALL ABOUT VALUE**

Many people believe selling is all about coming up with a unique selling proposition and then handling objections well. Well those are components of a good sales process, delivering value to the prospect is key. As your field becomes more competitive more prospects will ignore you unless you are adding value in multiple ways through your content, questions, and relationships. Page 66 of the book provides 6.5 good tips on giving value and being valuable.

## **CHAPTER 5 IT'S NOT WORK ITS NETWORK**

Many people are scared to network just like they are scared to speak in public. The trick is to read this chapter and then get out there and start getting experience in networking. Page 87 within this chapter provides 21.5 of the best places in which you can network so you will never run dry on ideas regardless of your budget.

## **CHAPTER 6 IF YOU CAN'T GET IN FRONT OF THE REAL DECISION MAKER, YOU SUCK**

Many times sales are made but no money is earned because the wrong person has been sold. If you are not selling to someone in charge than you will have to sell all over again and again until you do reach the appropriate professional at your customer's organization. You have to get in front of the real decision maker, often times a President or CEO to sell well. This whole chapter is valuable but page 105 is key to navigating your way to decision makers.

## **CHAPTER 7 ENGAGE ME AND YOU CAN MAKE ME CONVINC ME MYSELF**

To get people to listen to you, you must engage them. What you ask or don't ask will make or break the sale. Page 112 provides some best practices for questioning to improve your success in landing these meetings and page 118 provides the dumbest questions that many sales professionals use every day.

## **CHAPTER 8 IF YOU CAN MAKE THEM LAUGH; YOU CAN MAKE THEM BUY!**

This chapter is about using humor to make sales...don't think you are funny? Neither does your competition, so you can get ahead of them by becoming a student of humor. Page 130 provides you a guide on how to become a student of humor and become funnier while working with your clients.

## **CHAPTER 9 USE CREATIVITY TO DIFFERENTIATE AND DOMINATE**

Creativity can be a powerful way to differentiate yourself because at the core of this concept is your ability to be unique and produce unique resources and tools. If you can master being creative than you can further engage and reach out to your prospects with less effort. Page 138 provides 13.5 tips on becoming more creative.

## **CHAPTER 10 REDUCE THEIR RISK AND YOU'LL CONVERT SELLING TO BUYING**

Whether you are writing a sales letter or presenting your product or solution reducing risk is critical to making a sale. There is a risk in buying any product, so unless you directly address that risk and eliminate it you will have a hard time making the sale. Take away and reverse that risk enough and the person will see the value and believe it is almost silly not to make the purchase.

## **CHAPTER 11 WHEN YOUR SAY IT ABOUT YOURSELF IT'S BRAGGING. WHEN SOMEONE ELSE SAYS IT ABOUT YOU ITS PROOF**

Chapter 11 is about getting testimonials so that your clients will be talking about how great you are to your prospective clients. Marketing messages are far more powerful when they come from a third party that endorses your product or service. It shows that you are not the new kid on the block, that people respect and value your offering, and that someone is willing to put their name behind what you offer. This chapter fits in some tips on how to create valuable videos as well on page 171, this list should be reviewed.

## **CHAPTER 12 ANTENNAS UP!**

One page 177 of this chapter Gitomer provides 6 positive sales senses that you should develop and use to improve your sales. He then continues on to provide 8.5 negative senses that you should try to eliminate to keep yourself from being held back by them. Gitomer also includes a few stories about what Antennas Up really means and how it has changed his life.

## **CHAPTER 12.5 RESIGN YOUR POSITION AS GENERAL MANAGER OF THE UNIVERSE**

This chapter is meant to re-focus you on improving yourself. Forget the news, forget providing advice that is not asked for, forget throwing your opinion into every conversation you can...and instead focus on improving yourself, learning more about yourself, and improving your sales through the methods provided in this book. In short, get out of other people's drama and into your own story of sales success. Page 193 provides some more suggestions on ways in which you can improve your sales abilities.

### **EXTRA CONTENT:**

The final content of the book should help you put some of the lessons contained here into action. Review these for yourself as well as for the examination.

### **III. ADVANCED SALES MANAGER CERTIFICATION (ASMC) STRATEGIC PROJECT:**

The **Advanced Sales Manager Certification (ASMC)** Program requires participants to complete a Strategic Sales Plan in order to graduate from the program. This plan is worth 100 points and accounts for 50% of the total grade within the program.

As such, non-submission of this strategic plan will result in an automatic failing grade for the (ASMC) program.

**Once you have completed this project**, please send it and your request to take your desired exam date at least 2 weeks before the scheduled exam date.

#### **STRATEGIC PROJECT – ADVANCED SALES MANAGER CERTIFICATION (ASMC)**

You have just been hired to help a company, North Star Workshops to improve their sales, and you are going to be put in charge of their two person sales team. This sales team has no training and the company is looking to you to lead this team and increase their total sales each month.

At North Star Workshops you are in charge of conducting sales for is a conference and workshop business. This company offers twelve workshops every year for CEO's of small to medium size businesses within large cities such as New York, Chicago, Boston, Miami, and San Francisco. Revenue has been flat over the past two years at \$1,200,000, and your goal is to double that over the next three years.

Since the last sales manager at North Star left without any warning over a legal dispute you will now be in charge of creating a two page sales plan for this company from scratch. Please write up this sales plan within word document formation and be sure to include at least the following:

1. What are the top 5-7 most important sales principles and rules that you know that you would immediately want to train your sales team with?
2. How would you manage leads?
3. What advanced sales strategies would you employ?
4. What is your BHAG?
5. How would you draw customers in towards you instead of planning to use only cold calling to engage with new customers?

**Once completed, please submit your strategic project to us at [ASMC@BusinessTraining.com](mailto:ASMC@BusinessTraining.com).**

#### **IV. FAQ (FREQUENTLY ASKED QUESTIONS):**

##### **Have more questions or need more information?**

Please see our consistently updated FAQ (Frequently Asked Questions) section on the Business Training Institute website here at [FAQ](#)

You can also get in touch with The Business Training Institute team over email at [Team@BusinessTraining.com](mailto:Team@BusinessTraining.com), by phone at 305.503.9050, and through our Click And Chat tool, accessible from our homepage: <http://BusinessTraining.com>.

Thanks for joining the Business Training Institute! Please let us know if you have any questions.

##### **-The Business Training Institute Team**

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#### **V. SAMPLE QUESTION ANSWERS:**

1. *B*
2. *B*
3. *B*
4. *C*
5. *A*