Your Exam Study Guide

The following guide walks through key lessons from each of the Growth-Driven Design Certification courses. Use this as you prepare for your exam.

Market, Sell & Service GDD with Clients

Pricing & Packaging Retainers

I.   **Why is the proper pricing and packaging important?**
-   Why is the proper pricing and packaging important?

II.   **How should one package and price GDD service retainers?**
-   What services are included in an ideal retainer in order to hit peak results?
-   What do you need to consider when deciding if value-based pricing is a good option for you?
-   What steps should you take to price each of the GDD Methodology steps; Strategy, Launch Pad Website, and Continuous Improvement?
-   What is the minimum number of hours required for a successful Growth-Driven Design retainer? What are the industry averages?
-   What are the various line items in a Growth-Driven Design proposal?
-   What are the best ways to adapt a proposal for clients with a small size budget?

Marketing & Prospecting Qualified Leads

I.   **Why is it important to market and prospect qualified leads?**
-   Why is it important to market your Growth-Driven Design services?
-   How does prospecting help grow the business?

II.   **How should one market and prospect GDD services?**
-   What are the three recommended marketing strategies for generating leads for your Growth-Driven Design services?
-   Can you talk to existing clients about new Growth-Driven Design proposals?
-   What is the best strategy to generate a long-term, consistent lead flow to your sales team?
-   What are the three strategies for integrating Growth-Driven Design workshops into your agency's growth efforts?
-   What does a good fit company look like for Growth-Driven Design services?
-   What is the purpose and the steps of the prospecting connect call?

Selling Growth-Driven Design Retainers

I.   Why is selling Growth-Driven Design retainers important?
- Why should your sales team want to sell Growth-Driven Design retainers?
- How does selling Growth-Driven Design retainers help your agency grow?

II.   How to sell Growth-Driven Design retainers
- What questions can you ask to uncover possible pain points around a prospect's previous experiences with traditional web design?
- How should you respond to prospects who incorrectly assume a launch pad website is a half-built website?
- Is Growth-Driven Design a good option for prospects who only want to start with a website redesign?
- In what scenarios may it be a good strategy to pitch both traditional web design and Growth-Driven Design and let the prospect choose?
- What are the various strategies for breaking apart and pricing the quote and when would you use each one?
- Why is Growth-Driven Design more expensive than traditional design?

Transitioning Your Team

I.   How to transition your team to Growth-Driven Design?
- At what number of team members do you begin to lose efficiency in a pod?
- What are the recommended pod sizes and the roles of each person?
- What are the recommended steps to use when updating your existing website design process to fit Growth-Driven Design?
- What are your options if you don't have certain resources in-house and what considerations must you keep in mind?
- What are the ways in which an agency can manage Growth-Driven Design and traditional design web design projects concurrently?

Reporting, Renewing & Upselling

I.   How to report, renew and upsell Growth-Driven Design clients
- When is the recommended time to host your reporting meetings with a client?
- What is the "State of the Union", what are the main focus areas and in what manner should it be run?
- How far in advance should you start renewal conversations with your GDD clients?
- What steps should you take in ensuring the renewal of a GDD client?
- What are the ways an agency owner can help drive the upselling of value-add services to existing clients?