

## Cyndi Williams Growth Strategies Expert Session Quiz Questions

- How many years had Cyndi been in the travel business at the time this video was made?
  - 30
  - 8
  - 22
  - 13
- True or false: Cyndi went to college to learn how to become a travel agent.
  - True
  - False
- What gap was created when the travel industry switched to using more contract workers?
  - It was very difficult to pay remote workers.
  - Staff didn't connect with each other as well.
  - Agents lacked the training they needed to confidently perform their jobs.
  - It was harder to have effective company planning meetings.
- True or false: Cyndi's company doubled in size each year for their first three years?
  - True
  - False
- Cyndi's company teaches clients how to be good travel agents and \_\_\_\_\_.
  - What an agents' back-up plan should be if they aren't successful.
  - The best way for agents to file their taxes.
  - How to operate a travel agency online.
  - How to maintain an additional full-time job.
- True or false: There are several other companies that do what Cyndi's company does.
  - True
  - False
- True or false: Cyndi's company pushes clients to change their goals to align with what her company thinks they should do.
  - True
  - False
- Select the words that accurately complete the following statement Cyndi made. "When you find that there's a \_\_\_\_\_ and if you have the \_\_\_\_\_ to solve that client's problem, that's when the \_\_\_\_\_ kind of happens."
  - need, resources, money-making
  - need, passion, magic
  - gap, connections, success
  - demand, know-how, magic
- True or false: The travel industry changes slowly so Cyndi's team rarely has to update the content in their teaching materials.
  - True
  - False
- What is one of the major things Cyndi's team considers when creating a product?
  - Will the product generate revenue for 10 years?

- b. Could their company create a delux version of the product to sell at a higher price?
- c. Will the end user of the product achieve tangible results by purchasing their product?
- d. Would competitors be unable to replicate their product?