

Instructions: To receive AIA CES credit for this course, please fill out this quiz and email it to ces@businessofarchitecture.com. You must get at least 80% right to receive course credit.

The Business Development Pipeline and Your Proforma

Instructor: Todd L. Reding

1. What book does Todd recommend?

- Principle-Centered Leadership by Stephen R. Covey
- The 7 Principles of Leadership by Vince Potter
- First Things First by Stephen R. Covey and A. Roger Merrill
- The 4 Disciplines of Execution by Chris McChesney and Sean Covey

2. What are the top 3 reasons people fail to achieve goals?

- Goals are not achievable, measurable and realistic
- Goals are not SMART
- Goals are not written down
- Goals are not made

3. What are some of the top ranking CRM's Todd recommends?

- Zoho and Salesforce
- InfusionSoft
- Microsoft and SugarCRM

4. What is a proforma?

- The projected future status of a company based on future trends
- The projected future status of a company based on current financial statements
- The projected future status of a company based on cost of goods sold
- The projected future status of a company based on operating profit

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