



Course 2 Knowledge Checks

A few questions per session. Answer key is at the back.

Session 1, From Value to Offer

1. What does a great offer sell, the features or the outcome?

2. In the pearl parable, why did the merchant buy gladly?

3. If you cannot state your offer in one sentence, what is true?

Session 2, The Value Stack

1. Define value-stacking in a sentence.

2. What honest principle does Abraham model in Genesis 23?

3. You anchor the price against the cost of the _____.

Session 3, Pricing with Worth

1. What does Luke 10:7 say about the laborer?

2. Chronic underpricing is not humility, it is _____.

3. Price for transformation and value, not for _____.

Session 4, Package and Productize

1. What did Joseph build instead of improvising for the famine?

2. Productizing means taking what works and building it into a _____.

3. Proverbs 21:5 says the plans of the _____ lead to abundance.

Session 5, Reverse the Risk

1. How did Judah reverse risk for Benjamin?

2. What did the Good Samaritan promise the innkeeper?

3. A strong guarantee means you carry the _____ so the customer does not.

Session 6, The Second Mile

1. What does Matthew 5:41 teach about the extra mile?

2. What did Rebekah volunteer beyond the request for water?

3. Over-delivery is not a gimmick, it is a _____.



Answer Key

Session 1, From Value to Offer

1. The outcome and transformation, not a list of features.
2. He perceived the value clearly, and it was worth more than the price.
3. Neither can your customer. Clarity is kindness.

Session 2, The Value Stack

1. Listing every outcome and bonus so total value far exceeds the price.
2. A transparent, fairly weighed exchange that honors both sides.
3. problem, not against competitors.

Session 3, Pricing with Worth

1. The labourer is worthy of his hire; fair pay for value delivered.
2. poor stewardship of the gift God gave you.
3. the hours it takes you.

Session 4, Package and Productize

1. A repeatable system: store a fixed percentage in designated cities.
2. process you can run again and again at scale.
3. diligent.

Session 5, Reverse the Risk

1. He pledged himself as surety, guaranteeing the outcome personally.
2. Whatever more you spend, I will repay; he absorbed the unknown cost.
3. fear / risk.

Session 6, The Second Mile

1. If forced to go one mile, go two; over-deliver willingly.
2. To draw water for all ten camels until they finished, huge extra effort.
3. heart posture the world notices and rewards.