

Salesforce Sales-101 Practice Questions



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Salesforce Certified Sales Foundations Sample Questions (Q64-Q69):

NEW QUESTION # 64

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Lead quality score
- B. Customer satisfaction score
- **C. Lead conversion rate**

Answer: C

Explanation:

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs, and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions. References: <https://www.salesforce.com>.

NEW QUESTION # 65

How does understanding a customer's business strategies and goals help a sales representative scope a solution?

- A. Allows the sales rep to move on to their next deal more quickly
- **B. Tailors the sales pitch and offers to align with the customers objectives**
- C. Helps predict if the opportunity will close in the current quarter

Answer: B

Explanation:

Tailoring the sales pitch and offers to align with the customers objectives is how understanding a customer's business strategies and goals helps a sales rep scope a solution. Scoping a solution means defining and presenting the features, benefits, and value of the product that can address the customer's pain points and needs. Tailoring the sales pitch and offers helps to show how the solution can help the customer achieve their desired outcomes, as well as to differentiate it from competitors. References: <https://www.salesforce.com/resources/articles/sales-process/#present>

NEW QUESTION # 66

A sales representative is having challenges getting access to the decision maker to close a deal. How can the sales rep convince their contact to make an introduction to the decision maker?

- **A. Share a customer success story based on real-world use cases and results.**
- B. Increase the frequency of engagement with the contact.
- C. Focus the discussion on the contact's role and responsibilities.

Answer: A

Explanation:

Sharing a customer success story is a powerful way to convince a contact to make an introduction to the decision maker, as it demonstrates the value and credibility of the sales rep's solution. A customer success story should include the following elements: the customer's challenge, the solution they implemented, and the results they achieved. The sales rep should also tailor the story to match the contact's industry, role, and pain points, and highlight how the solution can help them achieve their goals. By sharing a customer success story, the sales rep can create a sense of urgency and curiosity in the contact, and motivate them to introduce the sales rep to the decision maker who can benefit from the solution as well. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Customer Success Stories to Sell with Value".

* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

NEW QUESTION # 67

How should a sales representative identify and generate new additions to the pipeline?

- **A. Attend industry conferences.**
- B. Conduct product demos.
- C. Provide customer support.

Answer: A

Explanation:

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline.

A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

NEW QUESTION # 68

After a successful sale of their latest software product, a sales representative wants to nurture their long-term relationship with the

customer by driving product adoption.

What success metric for product adoption can the sales rep use?

- **A. User login rates**
- B. Session duration
- C. Number of users assigned a license

Answer: A

Explanation:

User login rates are a valuable success metric for product adoption, as they indicate the frequency and regularity with which customers are engaging with the software. High login rates typically suggest that users find the product valuable and are integrating it into their daily workflows. Salesforce advocates monitoring engagement metrics like login rates to gauge product adoption and to identify opportunities for further customer support and training, ensuring customers derive maximum value from their products.

Reference: Salesforce Help - Adoption Metrics

NEW QUESTION # 69

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