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Salesforce Certified Sales Foundations Sample Questions (Q17-Q22):

NEW QUESTION # 17

A sales representative works at a heavily siloed company and is unable to gather insights for renewals. How should the sales rep improve data integrity in the pipeline working across silos?

- A. Log in as the customer to review their data.
- B. Offer customer discounts to expedite the sale.
- **C. Collaborate with other customer-facing teams.**

Answer: C

Explanation:

Data integrity is the accuracy, completeness, and consistency of data in the pipeline. Data integrity is essential for effective forecasting, reporting, and decision making. A sales representative who works at a heavily siloed company may face challenges in gathering insights for renewals, such as customer satisfaction, usage, feedback, and retention. To improve data integrity in the pipeline working across silos, the sales rep should collaborate with other customer-facing teams, such as service, support, marketing, and product. By sharing information and insights with these teams, the sales rep can gain a holistic view of the customer's needs, expectations, and challenges, and plan accordingly for renewals. The other options are not effective ways to improve data integrity, as they may compromise customer trust, violate privacy, or reduce profitability. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"

* [Sales Rep Training], unit "Create Effective Selling Habits"

NEW QUESTION # 18

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

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

Answer: C

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 # 19

A sales representative is aware of an upcoming end-of-contract period for a key customer.

How should the sales rep adapt their sales activities to address this change?

- A. Focus on finding new customers to replace the potentially last contract.
- B. Proactively engage with the customer to renew or expand the contract.
- C. Wait for the contract to expire before engaging with the customer.

Answer: B

Explanation:

Proactively engaging with the customer to renew or expand the contract is how the sales rep should adapt their sales activities to address the upcoming end-of-contract period for a key customer. Proactively engaging means reaching out to the customer before the contract expires, and initiating a conversation about their satisfaction, needs, and goals. This helps to build trust and loyalty, demonstrate value and differentiation, and identify opportunities to renew or upsell the contract. References: <https://www.salesforce.com/resources/articles/account-management/#account-management-renewals>

NEW QUESTION # 20

Which aspects of a prospect's buying culture and climate should a sales representative consider as part of the qualification process?

- A. Standard billing terms, legal authority, and payment methods
- B. Decision-making process, urgency for change, and openness to new solutions
- C. Preferred communication channels, time zone, and office hours

Answer: B

Explanation:

In the qualification process, a sales representative should consider aspects of a prospect's buying culture and climate such as the decision-making process, urgency for change, and openness to new solutions.

Understanding these elements helps the sales rep tailor their approach to align with the prospect's priorities and decision-making dynamics. Knowing who is involved in the decision-making, how urgent the need for a solution is, and how receptive the organization is to adopting new technologies or approaches can significantly impact the strategy for engaging with the prospect and

ultimately, the success of the sale.

Salesforce advocates for a thorough qualification process that includes assessing these factors to better understand the prospect's needs and how to effectively address them.

Reference: Salesforce Blog - Understanding Customer Needs

NEW QUESTION # 21

A sales representative recently closed a deal and wants to measure how likely the customer would be to recommend the product. Which measurements should the sales rep use?

- A. Customer Engagement Score (CES)
- B. Customer Satisfaction Survey (CSAT)
- C. Net Promoter Score (NPS)

Answer: C

Explanation:

Net Promoter Score (NPS) is a metric that evaluates the loyalty and satisfaction of customers based on how likely they are to recommend a product or service to others. It is calculated by asking customers one question:

"On a scale from 0 to 10, how likely are you to recommend this product/service to a friend or colleague?" Customers who respond with a 9 or 10 are considered promoters, customers who respond with a 7 or 8 are considered passives, and customers who respond with a 6 or lower are considered detractors. The NPS is then calculated by subtracting the percentage of detractors from the percentage of promoters. NPS can help sales reps identify their most enthusiastic and loyal customers, as well as those who are at risk of churn or dissatisfaction. NPS can also help sales reps generate referrals, testimonials, and reviews from their promoters, as well as improve their products and services based on the feedback from their detractors and passives. References:

* What is Net Promoter Score (NPS)? How to Calculate & Interpret - Hotjar

* Net Promoter Score (NPS): The Ultimate Guide - Qualtrics

* What is Net Promoter Score (NPS) | Definition and Examples - ProductPlan

NEW QUESTION # 22

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