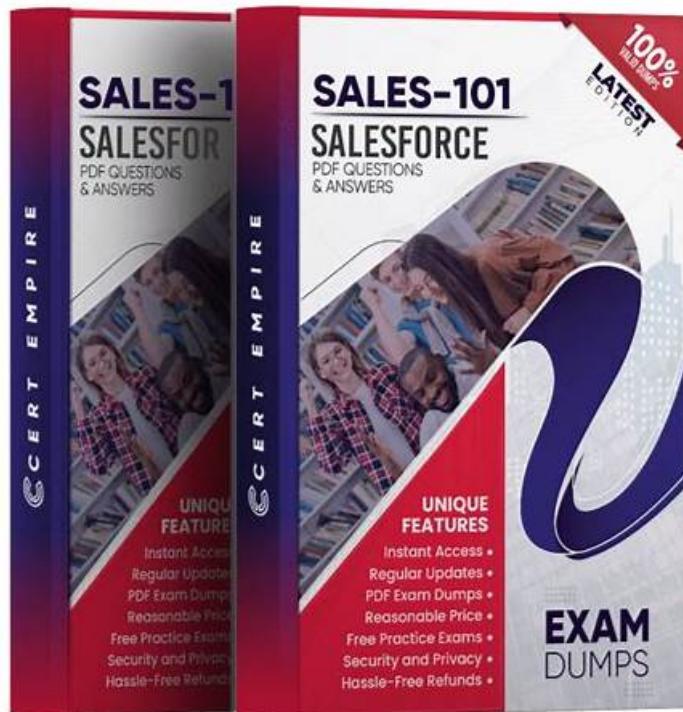


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Salesforce Certified Sales Foundations Sample Questions (Q19-Q24):

NEW QUESTION # 19

A sales representative spends time building their pipeline with many opportunities. Their conversion percentage is fairly high, yet the total pipeline volume is far from their quota.

Which strategy would help the sales rep increase their pipeline health?

- A. Be patient knowing that the numbers will eventually improve over time.
- **B. Analyze the potential deal size and decision makers' authority.**
- C. Challenge their manager about whether their sales quota is realistic.

Answer: B

Explanation:

Analyzing the potential deal size and decision makers' authority is the best strategy to increase the pipeline health, because it can help the sales rep to prioritize the most valuable and likely opportunities, and focus on influencing the key stakeholders who can approve the purchase. This can increase the average deal size and the win rate, and ultimately help the sales rep to achieve their quota. Being patient or challenging the manager are not effective strategies, because they do not address the root cause of the low pipeline volume, and may result in missed targets or reduced motivation. The sales rep should take proactive actions to improve their pipeline quality and quantity, and seek feedback and guidance from their manager if needed. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 20

A sales representative wants to highlight a customer's return on their investment.
Which type of analysis should the sales rep use to show this?

- **A. Cost benefit analysis**
- B. SWOT analysis
- C. Root cause analysis

Answer: A

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

- * Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".
- * Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".
- * How to calculate your Return on Customer Investment.

NEW QUESTION # 21

A sales representative uses job titles as an indicator to qualify leads.
Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead is engaged in the sales process
- **B. Whether the lead has sufficient buying power**
- C. Whether the lead is based within their region

Answer: B

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

NEW QUESTION # 22

After verbally agreeing to the price and receiving a formal agreement, the customer informs the sales representative they are delaying the signature due to concerns about a liability risk.
Which customer role should the sales rep meet with to address the concerns?

- **A. Legal**

- B. Operations
- C. Finance

Answer: A

Explanation:

The customer role that the sales rep should meet with to address the concerns about a liability risk is legal.

Legal is the customer role that is responsible for reviewing and approving the contractual terms and conditions, ensuring compliance with laws and regulations, and mitigating any potential risks or liabilities.

The sales rep should consult with their own legal team and work collaboratively with the customer's legal team to resolve any issues or objections, and to finalize the agreement. References: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

NEW QUESTION # 23

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

- A. Discovery
- B. Negotiation
- C. Renewal

Answer: A

Explanation:

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect's pain points, needs, goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer. References: <https://www.salesforce.com/resources/articles/sales-process/#discovery>

NEW QUESTION # 24

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