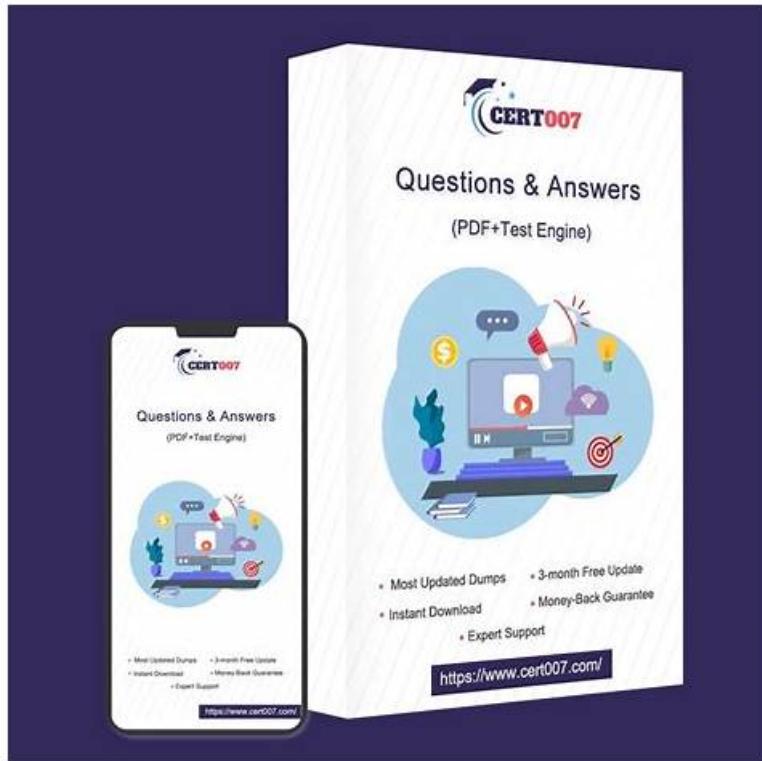


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## Salesforce Certified Sales Foundations Sample Questions (Q49-Q54):

### NEW QUESTION # 49

A sales representative is struggling with forecast accuracy due to a lack of insight into the potential success of various opportunities.

Which technique will help improve the sales rep's forecasting accuracy?

- A. Focusing on industry trends to predict future outcomes
- B. Prioritizing deals based on seller intuition
- C. **Implementing AI-based deal scoring systems**

**Answer: C**

Explanation:

One of the techniques that can help improve the sales rep's forecasting accuracy is implementing AI-based deal scoring systems, such as Salesforce Einstein. AI-based deal scoring systems use machine learning algorithms to analyze historical and real-time data from various sources, such as CRM, email, calendar, and social media, and assign a score to each opportunity based on the likelihood of closing. The score reflects factors such as the customer's engagement level, buying signals, past behavior, and fit with the ideal customer profile. By using AI-based deal scoring systems, the sales rep can prioritize the most promising opportunities, focus on the best actions to move them forward, and forecast more accurately and confidently. References:

\* Improve Sales Forecasting Accuracy with These Best Practices, section "Use AI to Score Deals".

\* How to Improve Sales Forecasting Accuracy, section "Use AI to Score Deals".

#### **NEW QUESTION # 50**

What are the four elements of emotional intelligence?

- A. **Self-awareness, self-management, empathy, and skilled relationships**
- B. Discover, define, design, and deliver
- C. Plan, engage, execute, and close

**Answer: A**

Explanation:

Self-awareness, self-management, empathy, and skilled relationships are the four elements of emotional intelligence. Emotional intelligence is the ability to understand and manage one's own emotions and those of others. Emotional intelligence helps to improve communication, collaboration, and influence in sales.

References:<https://trailhead.salesforce.com/en/content/learn/modules/emotional-intelligence/emotional-intelligence-introduction>

#### **NEW QUESTION # 51**

A prospect visited a company's website and completed a form expressing interest in a product.

What should a sales rep focus on when qualifying the prospect?

- A. **Customer needs**
- B. Product features
- C. Marketing goals

**Answer: A**

Explanation:

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product. References:<https://www.salesforce.com/resources/articles/sales-process/#qualify>

#### **NEW QUESTION # 52**

How can a sales rep use whiteboarding while exploring a customer's business challenges?

- A. To present solutions without input from the customer
- B. **To organize ideas by level of importance**
- C. To illustrate how a product fits in with other products in the catalog

**Answer: B**

Explanation:

A sales rep can use whiteboarding while exploring a customer's business challenges to organize ideas by level of importance. Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually capture and structure information during a sales conversation. Whiteboarding can help the sales rep to understand the customer's situation, needs, and goals, and to prioritize the most critical issues or opportunities.

Whiteboarding can also help the sales rep to engage the customer in a collaborative dialogue, and to demonstrate their expertise and credibility. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

**NEW QUESTION # 53**

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. Challenge their manager about whether their sales quota is realistic.
- **C. Analyze the potential deal size and decision makers' authority.**

**Answer: C**

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 # 54**

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