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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Customer Success: This section of the exam measures skills of Sales Representatives and explains post-sales actions, order booking, and fulfillment. It also reviews the customer journey after the sale and evaluates the realized versus expected value to ensure satisfaction and retention.
Topic 2	<ul style="list-style-type: none">• Planning: This section of the exam measures skills of Account Executives and covers territory planning, engaging key accounts, and calculating sales quota attainability. It also emphasizes developing strong business relationships and partnerships with key roles and personas to drive long-term success.
Topic 3	<ul style="list-style-type: none">• Deal Management: This section of the exam measures skills of Account Executives and includes qualifying prospects, understanding customer strategies and challenges, and defining solution scope. It emphasizes presenting value propositions, addressing challenges to close deals, and securing customer commitment for formal contracts.

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By gathering, analyzing, filing essential contents into our Sales-101 training quiz, they have helped more than 98 percent of exam candidates pass the Sales-101 exam effortlessly and efficiently. You can find all messages you want to learn related with the exam in our Sales-101 Practice Engine. Any changes taking place in the environment and forecasting in the next Sales-101 exam will be compiled earlier by them. About necessary or difficult questions, they left relevant information for you.

Salesforce Certified Sales Foundations Sample Questions (Q102-Q107):

NEW QUESTION # 102

A sales representative has a pipeline with a mix of opportunities at various stages.

The sales rep wants to improve stage velocity.

What should the sales rep do to improve stage velocity?

- A. Obtain guidance from a manager and create a follow-up cadence.
- B. Sort deals by size and focus on the largest ones first.
- C. Survey customers and engage them when the customer requests.

Answer: A

Explanation:

Obtaining guidance from a manager and creating a follow-up cadence is what the sales rep should do to improve stage velocity.

Stage velocity is the measure of how fast an opportunity moves from one stage to another in the sales process. Obtaining guidance from a manager helps to get feedback, advice, and support on how to advance the opportunity. Creating a follow-up cadence helps to maintain communication, engagement, and momentum with the

customer. References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics>

NEW QUESTION # 103

How can whitespace analysis improve a sales representative's account management strategy?

- A. Identifies key stakeholders and decision makers to nurture relationships.
- B. Determines current products and opportunities to sell additional products.
- C. Analyzes contract length and segment to identify retention opportunities.

Answer: B

Explanation:

Determining current products and opportunities to sell additional products is how whitespace analysis can improve a sales rep's account management strategy. Whitespace analysis is the process of identifying gaps or opportunities in an account where the sales rep can offer more products or services that can add value to the customer. Whitespace analysis helps to increase revenue, profitability, and customer loyalty, as well as to prevent competitors from entering the account.

NEW QUESTION # 104

A sales representative is asked by their sales manager to lead a cold-calling campaign.

Where can the sales rep start?

- A. Gather prospect contact information.
- B. Enter prospect leads into an auto dialer.
- C. Identify prospect pain points.

Answer: A

Explanation:

Gathering prospect contact information is the best place to start for a sales representative who is asked to lead a cold-calling campaign, because it is the first step in identifying and reaching out to potential customers. The sales rep should use various sources and methods to find the names, phone numbers, email addresses, and other relevant details of the prospects who match their ideal customer profile. The sales rep should also verify and update the contact information regularly, and track the results of their calls.

Identifying prospect pain points or entering prospect leads into an auto dialer are not the best answers, because they are not the first steps in a cold-calling campaign. Identifying prospect pain points is something that the sales rep should do during or after the call, by asking open-ended questions and listening to the prospect's needs and challenges.

Entering prospect leads into an auto dialer is a tool that the sales rep can use to automate and streamline their calling process, but it requires having the prospect contact information first. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 105

A Universal Containers sales representative is working with an account prospect to get them more comfortable with the company's offerings and solutions.

Which approach would help the sales rep educate the prospect about their offerings and solutions?

- A. Tell the prospect about similar industry solutions, even if some may not be relevant.
- **B. Share a current customer story for an account in a similar industry as the prospect.**
- C. Try to impress the prospect by using their industry's jargon when describing each offering.

Answer: B

Explanation:

Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that showcases how the sales rep's solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its

credibility. References: <https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-tips>

NEW QUESTION # 106

Why is it important for a sales representative to follow their company's sales methodology?

- A. Develops a better pipeline for growth
- B. Understands different approaches for achieving the same goal
- **C. Creates consistent vision across sellers**

Answer: C

Explanation:

Following the company's sales methodology is important because it creates a consistent vision across sellers.

A unified sales approach ensures that all sales representatives understand and adhere to the same principles, strategies, and goals.

This consistency helps in delivering a uniform customer experience, aligning sales efforts with the company's objectives, and

facilitating collaboration among team members. Salesforce highlights the significance of a structured sales methodology to streamline sales processes, improve efficiency, and achieve better sales outcomes.

Reference: Salesforce Blog - Sales Methodology

NEW QUESTION # 107

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