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Salesforce Sales-101 Exam Syllabus Topics:

| Topic | Details |
|---------|---|
| Topic 1 | <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. |
| Topic 2 | <ul style="list-style-type: none">Forecasting: This section of the exam measures skills of Account Executives and assesses forecasting accuracy, evaluating risks and opportunities, and understanding the inputs that drive forecasting. It ensures consistency in opportunity management and reliable business predictions. |
| Topic 3 | <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 4 | <ul style="list-style-type: none">Pipeline Management: This section of the exam measures skills of Sales Representatives and involves generating new pipeline opportunities, analyzing pipeline health, and ensuring data integrity. It also covers monitoring progression across sales stages and improving customer relevance. |

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| Topic 5 | <ul style="list-style-type: none"> • Customer Engagement: This section of the exam measures skills of Sales Representatives and focuses on building credibility through thought leadership, using multiple touchpoints to generate interest, and aligning solutions with customer needs. It also highlights the importance of nurturing relationships and driving product adoption for maximum value. |
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Salesforce Certified Sales Foundations Sample Questions (Q27-Q32):

NEW QUESTION # 27

Which sales quota measurement focuses on the end result rather than the relationship with the customer?

- A. Calls made
- **B. Leadconversion rate**
- C. Onsite visits

Answer: B

Explanation:

A sales quota is a target or goal that a sales representative or a sales team is expected to achieve within a given period of time. Sales quotas can be measured by different criteria, such as revenue, profit, units sold, market share, or customer satisfaction. A lead conversion rate is the percentage of leads that become customers. This is a sales quota measurement that focuses on the end result rather than the relationship with the customer, as it reflects the final outcome of the sales process. The other options are sales quota measurements that focus on the relationship with the customer, as they reflect the activities and interactions that the sales representative or the sales team performs to engage and nurture the leads. References:

- * Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"
- * [Sales Rep Training], unit "Create Effective Selling Habits"
- * Salesforce Certified Sales Representative Exam Guide, section "Assess Risks and Opportunities"

NEW QUESTION # 28

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

Answer: B

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 # 29

Which first step should a sales representative take to gain insight on potential customers?

- A. Create customer success plans.
- B. Conduct stakeholder interviews.
- C. **Analyze data about customers.**

Answer: C

Explanation:

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

NEW QUESTION # 30

How should a sales representative use a client profile during the sales process?

- A. To build a standard message to maximize return on investment (ROI)
- B. To create messages that appeal to a broad audience
- C. **To tailor a message to meet a target audience's needs**

Answer: C

Explanation:

Tailoring a message to meet a target audience's needs is how a sales rep should use a client profile during the sales process. A client profile is a document that summarizes the characteristics, preferences, and behaviors of a specific segment or group of customers. A message is a communication or presentation that the sales rep delivers to the customers to persuade them to buy their product or service. Tailoring a message helps to show relevance, value, and differentiation to the target audience, as well as to capture their attention and interest.

NEW QUESTION # 31

In which way should a sales representative drive trust through professional competency?

- A. Understanding the buyer's experience in the market and years of service
- B. **Collecting and processing information on products, competitors, and industries**
- C. Asking questions to look for common interests, personal motivators, and hesitation

Answer: B

Explanation:

Professional competency is the ability to demonstrate knowledge and skills that are relevant and valuable to the customer. By collecting and processing information on products, competitors, and industries, a sales rep can show their expertise, credibility, and confidence in providing solutions that meet the customer's needs and expectations.

References: <https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam>

NEW QUESTION # 32

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