

100% Pass Salesforce Sales-101 - Fantastic Valid Salesforce Certified Sales Foundations Test Sample



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Salesforce Certified Sales Foundations Sample Questions (Q55-Q60):

NEW QUESTION # 55

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

- A. Add the customer to an educational marketing campaign.
- B. Offer a comprehensive demo of the products to the customer.
- C. Encourage the customer to purchase additional products.

Answer: A

Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most

value out of the products they already have, and then explore their needs and challenges for potential additional solutions. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 56

Which behavior should a sales representative display to establish credibility with a customer?

- A. Reiterate product info when there is hesitancy to move forward.
- **B. Be sincere and transparent, even if it means losing a sale.**
- C. Review the proposal and potential discount structures.

Answer: B

Explanation:

Credibility is the quality of being trusted and believed in by the customer. A sales representative can establish credibility by being sincere and transparent, even if it means losing a sale. This shows that the sales rep is honest, ethical, and customer-centric, and that they value the customer's best interests over their own. Being sincere and transparent can also help the sales rep build rapport, loyalty, and referrals with the customer. The other options are not effective ways to establish credibility, as they may come across as manipulative, self-serving, or repetitive. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 57

A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without providing much detail.

What should the sales rep do to uncover why the customer is delaying the decision?

- A. Highlight the benefits of the product to the customer.
- **B. Ask pointed questions to identify customer interests.**
- C. Discuss the customer's concerns with their internal team.

Answer: B

Explanation:

Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue. Pointed questions help to get to the core of the customer's hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action.

References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 58

A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.

What is the first step to building trust with these stakeholders?

- A. Use a multi-channel approach to present an update on current product offerings.
- **B. Set up an introductory meeting and explain the reason for the transition.**
- C. Review records the previous rep left to understand the needs of the stakeholders.

Answer: B

Explanation:

The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

NEW QUESTION # 59

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

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

Answer: A

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 # 60

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