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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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 4	• 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 (Q31-Q36):

NEW QUESTION # 31
A sales representative plans to attend a large industry conference.
How can the sales repensure the largest return on investment for attending the conference?

- A. Develop a targeted plan and coordinate a series of touchpoints.
- B. Set up meet and greet opportunities with attendees.
- C. Attend as many networking events as possible.

Answer: A

Explanation:
Developing a targeted plan and coordinating a series of touchpoints is a way to ensure the largest return on investment for attending a conference by maximizing the opportunities to connect with potential prospects, customers, and partners. A targeted plan should include identifying the goals, audience, and message for the conference, as well as scheduling meetings, events, and follow-ups with key contacts.References: https://www.
salesforce.com/resources/articles/sales-conference/#sales-conference-tips

NEW QUESTION # 32
Which communication approach has a higher likelihood of achieving a customer relationship built on trust?

- A. Scheduling quarterly check-in calls.
- B. Appreciating the customer's time.
- C. Hosting monthly product webinars.

Answer: B

Explanation:
Appreciating the customer's time is a communication approach that fosters trust by acknowledging and respecting the value of their time. This approach involves being punctual for meetings, ensuring communications are concise and relevant, and expressing gratitude for their engagement. Building trust with customers is foundational to long-term relationships, and demonstrating respectfor their time is a tangible way to show that their needs and priorities are taken seriously. Salesforce highlights the importance of trust in customer relationships and recommends practices that contribute to a respectful and professional interaction.
ference:Salesforce Blog - Building Customer Trust

NEW QUESTION # 33
A sales representative is working with a customer who has recently placed an order. The customer informs the sales rep that they have unique tax requirements.
How shouldthe sales rep proceed to ensure a successful booking and fulfillment process?

- A. Work closely with the relevant departments to address the tax requirements and ensure accurate order processing.
- B. Acknowledge the tax requirements, but proceed with the standard process because the sales rep is unable to change company policies.
- C. Redirect the customer to address their tax requirements with the appropriate department internally within the company.

Answer: A

Explanation:
According to the Salesforce Sales Representative Learning objectives, one of the skills that a sales rep should have is to ensure customer satisfaction through streamlined fulfillment and order management. This includes collaborating with internal teams to handle any special requests or requirements from the customer, such as tax, shipping, or billing issues. By working closely with the relevant departments, the sales rep can ensure that the customer's tax requirements are met and that the order is processed correctly. This will also help to avoid any delays, errors, or disputes that could affect the customer's experience and satisfaction. References:
* [Sales Rep Training: Prepare Your Team to Sell Successfully], Unit 4: Manage the Order Process
* Salesforce Certified Sales Representative Exam Guide, Section 5: Fulfillment and Order Management, Objective 5.2: Given a scenario, demonstrate how to handle special requests or requirements from the customer.

NEW QUESTION # 34
In addition to learning more about customers, what does customer-centric discovery allow a sales representative to do?

- A. Present pricing and contracts as quickly as possible.
- B. Co-create strategies based on confirmed challenges.
- C. Pitch a product regardless of the customer's need.

Answer: B

Explanation:
Co-creating strategies based on confirmed challenges is what customer-centric discovery allows a sales rep to do, in addition to learning more about customers. Customer-centric discovery is the process of asking questions and listening to customers to understand their situation, needs, goals, and challenges. Co-creating strategies means working with customers to design and propose solutions that can address their confirmed challenges and deliver value and outcomes. Co-creating strategies helps to build trust and rapport, demonstrate expertise and differentiation, and influence purchase decisions.

NEW QUESTION # 35
In the context of deal management, why is it important for asales representative to earn a deeper level of trust and access to decision makers within the customer's organization?

- A. To increase the sales rep's personal network and influence
- B. To enhance the sales rep's understanding of the customer's needs
- C. Togain access to information about the customer's competitors

Answer: B

Explanation:
Earning a deeper level of trust and access to decision makers within the customer's organization is important for a sales representative in the context of deal management, because it canhelp the sales rep to enhance their understanding of the customer's needs, challenges, goals, and preferences. This can enable the sales rep to tailor their solution and value proposition to the customer's specific situation, and address any objections orconcerns that may arise during the sales process. It can also help the sales rep to influence the decision makers and persuade them to choose their solution over the competitors'. Increasing the sales rep's personal network and influence or gaining accessto information about the customer's competitors are not the best answers, because they are not directly related to the customer's needs, which are the primary focus of deal management. The sales rep should use their network and influence to support the customer's needs, not their own. The sales rep should also focus on differentiating their solution from the competitors', rather than obtaining information about them. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 36
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