

New Sales-101 Valid Test Practice 100% Pass | Pass-Sure Sales-101 Reliable Test Question: Salesforce Certified Sales Foundations



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<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 3	<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.
Topic 4	<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.

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Salesforce Certified Sales Foundations Sample Questions (Q65-Q70):

NEW QUESTION # 65

What is the primary benefit of team selling at a key account?

- A. Leverages collective expertise to meet customer expectations
- B. Reduces the workload for individual sales representatives
- C. Provides the customer with multiple points of contact

Answer: A

Explanation:

Team selling is a strategy of using a group of salespeople with different skills and expertise to sell to and serve major accounts. The primary benefit of team selling at a key account is that it leverages the collective expertise of the team members to meet the customer's expectations and needs. Team selling can help create value for the customer by providing customized solutions, addressing complex problems, and delivering superior service. Team selling can also help build trust and loyalty with the customer by demonstrating commitment, collaboration, and professionalism. References:

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

* Team Selling: The Secret Weapon in Major Accounts

NEW QUESTION # 66

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 # 67

A sales representative is having challenges getting access to the decision maker to close a deal. How can the sales rep convince their contact to make an introduction to the decision maker?

- A. Share a customer success story based on real-world use cases and results.
- B. Focus the discussion on the contact's role and responsibilities.
- C. Increase the frequency of engagement with the contact.

Answer: A

Explanation:

Sharing a customer success story is a powerful way to convince a contact to make an introduction to the decision maker, as it demonstrates the value and credibility of the sales rep's solution. A customer success story should include the following elements: the customer's challenge, the solution they implemented, and the results they achieved. The sales rep should also tailor the story to match the contact's industry, role, and pain points, and highlight how the solution can help them achieve their goals. By sharing a customer success story, the sales rep can create a sense of urgency and curiosity in the contact, and motivate them to introduce the sales rep to the decision maker who can benefit from the solution as well. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Customer Success Stories to Sell with Value".

* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

NEW QUESTION # 68

A sales representative worked with a primary account for the past year. They want to make sure they continue providing the best possible service and value to the customer.

How can the sales rep comprehensively assess the effectiveness of their account management strategy?

- A. Customer satisfaction surveys
- B. Performance reviews with their team
- C. **Key performance indicators (KPIs)**

Answer: C

Explanation:

Key performance indicators (KPIs) are measures that can help the sales rep comprehensively assess the effectiveness of their account management strategy. KPIs are quantifiable metrics that reflect how well the sales rep is achieving their account management goals and objectives, such as revenue growth, customer retention, customer satisfaction, cross-selling, upselling, etc. KPIs help to track progress, identify strengths and weaknesses, and improve performance. References: <https://www.salesforce.com/resources/articles/account-management/#account-management-kpis>

NEW QUESTION # 69

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

- A. Negotiation
- B. **Discovery**
- C. Renewal

Answer: B

Explanation:

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect's pain points, needs, goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer. References: <https://www.salesforce.com/resources/articles/sales-process/#discovery>

NEW QUESTION # 70

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