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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 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.

Topic 5	<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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Salesforce Certified Sales Foundations Sample Questions (Q125-Q130):

NEW QUESTION # 125

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer. What are these instructions known as?

- A. Standard operating procedures
- B. Fulfilment procedures
- C. Standard engagement steps

Answer: A

Explanation:

Standard operating procedures (SOPs) are detailed instructions that describe how to perform a specific task or process. SOPs help to ensure consistency, quality, and compliance in fulfilling orders for different customers.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 126

A sales representative is looking for ways to engage with a prospect at a greenfield account on a digital platform. Which customer-centric approach should be used by the sales rep?

- A. Promote a prospect's content on social media.
- B. Send an email with content links to a prospect.
- C. Upsell to a prospect at an existing account.

Answer: A

Explanation:

Promoting a prospect's content on social media is a customer-centric approach that can be used by the sales rep to engage with a prospect at a greenfield account on a digital platform, because it shows that the sales rep is interested in the prospect's work and values their expertise. This can help to build rapport and trust with the prospect, and create an opportunity for further conversation and relationship building. Upselling to a prospect at an existing account or sending an email with content links to a prospect are not customer-centric approaches, because they are more focused on the sales rep's own goals and interests, rather than the prospect's. Upselling to a prospect at an existing account is not relevant to a greenfield account, which is a new account with no prior relationship or history with the sales rep or the company. Sending an email with content links to a prospect may be seen as spammy or intrusive, and may not capture the prospect's attention or interest. References: Certification - Sales Representative - Trailhead, Sales Rep Training: Customer Engagement - Trailhead

NEW QUESTION # 127

A sales representative wants to improve the overall health of their pipeline.

Why is it important to take a strategic approach to prospecting?

- A. Increase the number of customer engagements.
- **B. Improve efficiency and return on investment.**
- C. Reduce non-selling administrative efforts.

Answer: B

Explanation:

Prospecting is the process of identifying and reaching out to potential customers who are likely to buy your product or service. Taking a strategic approach to prospecting means having a clear plan, criteria, and method for finding and qualifying prospects. This can help improve the overall health of the pipeline, as it ensures that the sales representative is focusing on the most valuable and relevant opportunities, and not wasting time and resources on unqualified or uninterested leads. A strategic approach to prospecting can also improve the efficiency and return on investment of the sales process, as it can increase the conversion rate, shorten the sales cycle, and reduce the cost of acquisition. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

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

NEW QUESTION # 128

A sales representative conducts research with their customer and gains insights for developing a value proposition to solve their customer's challenges.

How should the sales rep introduce their value proposition to their customer?

- A. Collaborate internally to iterate on the value proposition for the customer.
- B. Unveil the value proposition to the customer after it is finalized.
- **C. Make a draft of the value proposition and seek customer feedback.**

Answer: C

Explanation:

Making a draft of the value proposition and seeking customer feedback is the best way to introduce the value proposition to the customer, because it allows the sales rep to validate their assumptions, test their hypotheses, and refine their solution based on the customer's input. This also helps to build trust and rapport with the customer, and demonstrate that the sales rep is genuinely interested in solving their challenges. Collaborating internally to iterate on the value proposition for the customer is not a bad idea, but it does not involve the customer in the process, and may result in a solution that does not match the customer's needs or expectations. Unveiling the value proposition to the customer after it is finalized is a risky strategy, because it may surprise or disappoint the customer, and leave no room for adjustments or negotiations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 129

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

- A. Phone calls are a quicker and more scalable method of contact.
- **B. Phone calls provide immediate feedback whether the lead is worth pursuing.**
- C. Key decision makers usually respond more readily to phone calls.

Answer: B

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively.

References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

