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Salesforce Certified Sales Foundations Sample Questions (Q92-Q97):

NEW QUESTION # 92

How should a sales representative identify and generate new additions to the pipeline?

- A. Attend industry conferences.
- B. Provide customer support.
- C. Conduct product demos.

Answer: A

Explanation:

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline.

A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

NEW QUESTION # 93

A sales representative is engaging in a discovery conversation with a prospect.

Which approach should the sales rep take during this conversation?

- A. Share the information gathered from online research about the customer's company.
- B. Ask open-ended questions to understand the prospect's challenges and goals.
- C. Present the history and innovation of their company in bringing new products to market.

Answer: B

Explanation:

Asking open-ended questions to understand the prospect's challenges and goals is the approach that the sales rep should take during a discovery conversation with a prospect. A discovery conversation is a conversation that helps to uncover information about the prospect's situation, needs, pain points, and objectives. Asking open-ended questions is an effective way to elicit detailed and meaningful responses from the prospect, as well as to show interest and empathy for their challenges and goals.

NEW QUESTION # 94

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Broaden the scope of the prospect profile.
- B. Expand the number of channels to reach more prospects.
- C. Focus on behaviors and attributes that define a quality lead.

Answer: C

Explanation:

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce sales cycles, and optimize

resources.References:<https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 95

When assigned a new sales territory, what is the first step to prioritizing selling efforts?

- **A. Identify the territory's key accounts.**
- B. Determine the physical location of each account.
- C. Determine the number of accounts and territory size.

Answer: A

Explanation:

The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision-makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory. References:

* Sales Rep Training: Prioritize Your Selling Efforts

* Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

NEW QUESTION # 96

After a successful sale of their latest software product, a sales representative wants to nurture their long-term relationship with the customer by driving product adoption.

What success metric for product adoption can the sales rep use?

- **A. User login rates**
- B. Number of users assigned a license
- C. Session duration

Answer: A

Explanation:

User login rates are a valuable success metric for product adoption, as they indicate the frequency and regularity with which customers are engaging with the software. High login rates typically suggest that users find the product valuable and are integrating it into their daily workflows. Salesforce advocates monitoring engagement metrics like login rates to gauge product adoption and to identify opportunities for further customer support and training, ensuring customers derive maximum value from their products.

Reference: Salesforce Help - Adoption Metrics

NEW QUESTION # 97

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