

New Sales-101 Exam Review - Sales-101 Exam Forum



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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"> • 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 4	<ul style="list-style-type: none"> • 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.

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Salesforce Certified Sales Foundations Sample Questions (Q30-Q35):

NEW QUESTION # 30

A sales representative receives an objection and encourages the customer to elaborate on their hesitation and responses. Which type of questions are they leveraging?

- A. Change
- **B. Clarifying**
- C. Confirming

Answer: B

Explanation:

Clarifying questions are the type of questions that the sales rep is leveraging when they encourage the customer to elaborate on their hesitation and responses. Clarifying questions are questions that help to understand, verify, or confirm the information or meaning of what the customer says. Clarifying questions help to avoid confusion, misunderstanding, or miscommunication, as well as to provide relevant information or solutions. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 31

Why is it important for a sales representative to follow their company's sales methodology?

- A. Develops a better pipeline for growth
- **B. Creates consistent vision across sellers**
- C. Understands different approaches for achieving the same goal

Answer: B

Explanation:

Following the company's sales methodology is important because it creates a consistent vision across sellers. A unified sales approach ensures that all sales representatives understand and adhere to the same principles, strategies, and goals. This consistency helps in delivering a uniform customer experience, aligning sales efforts with the company's objectives, and facilitating collaboration among team members. Salesforce highlights the significance of a structured sales methodology to streamline sales processes, improve efficiency, and achieve better sales outcomes. Reference: Salesforce Blog - Sales Methodology

NEW QUESTION # 32

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle. Which strategy helps minimize price challenges?

- **A. Building in value-based conversation from the beginning.**
- B. Presenting a discount at the beginning of the conversation.
- C. Showing a competitor pricing matrix during the meeting.

Answer: A

Explanation:

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation involves asking open-

ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

NEW QUESTION # 33

A sales representative is assigned to high-value prospects. What can the sales rep do to gain their interest?

- A. Identify potential trigger events as the reason to reach out to prospects.
- B. Focus on personal details when communicating with the prospect.
- C. Connect with customers associated with the prospect on social media.

Answer: A

Explanation:

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 34

A sales representative wants to foster team selling, increase customer satisfaction, and decrease customer attrition at a critical account.

Which business capability can help implement these goals?

- A. Territory Management
- B. Account and Contact Management
- C. Account Planning

Answer: C

Explanation:

Account planning is the business capability that can help a sales representative foster team selling, increase customer satisfaction, and decrease customer attrition at a critical account. Account planning is the process of creating and executing a strategic plan for each key account, based on the account's goals, challenges, needs, and opportunities. Account planning helps the sales representative to align with the account team, understand the customer's business and industry, identify and prioritize the most valuable opportunities, and deliver personalized solutions that drive customer success and loyalty. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

NEW QUESTION # 35

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