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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details

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

Salesforce Certified Sales Foundations Sample Questions (Q127-Q132):

NEW QUESTION # 127

What is stage velocity in a sales pipeline?

- A. The number of stages an opportunity must go through
- B. The pace a deal moves from one stage to another**
- C. The average length of a customer's contract

Answer: B

Explanation:

Stage velocity is the pace a deal moves from one stage to another in a sales pipeline. It is a measure of how quickly and efficiently a sales representative can move an opportunity from the initial contact to the final close. Stage velocity can help the sales representative to forecast more accurately, identify and remove any bottlenecks or obstacles, and optimize their sales process. The number of stages an opportunity must go through or the average length of a customer's contract are not the correct definitions of stage velocity, although they may affect it. The number of stages may vary depending on the complexity and size of the deal, and the average length of a customer's contract may depend on the type and value of the solution. References: Certification - Sales Representative - Trailhead, [Sales Rep Training>Create Effective Selling Habits - Trailhead]

NEW QUESTION # 128

How can a sales representative begin a confirming question?

- A. "Tell me more about..."
- B. "What I hear you saying is..."**
- C. "What do you mean when..."

Answer: B

Explanation:

"What I hear you saying is..." is a way to begin a confirming question. A confirming question is a question that helps to verify or validate what the customer says or means. A confirming question helps to show understanding, empathy, and respect for the customer's concerns, as well as to avoid confusion, misunderstanding, or miscommunication. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 129

How can whitespace analysis improve a sales representative's account management strategy?

- A. Determines current products and opportunities to sell additional products.**

- B. Identifies key stakeholders and decision makers to nurture relationships.
- C. Analyzes contract length and segment to identify retention opportunities.

Answer: A

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 # 130

A sales representative proposes an engagement solution that works seamlessly across all media to a customer. Which strategy supports the solution?

- A. Multi-channel
- B. Two-way dialogue
- C. Social networks

Answer: A

Explanation:

Multi-channel is the strategy that supports an engagement solution that works seamlessly across all media.

Multi-channel means using different communication channels (such as email, phone, social media, web chat, etc.) to reach and interact with customers and prospects. Multi-channel helps to increase customer satisfaction, loyalty, and retention by providing them with convenience, choice, and consistency. References: <https://www.salesforce.com/resources/articles/multichannel-marketing/#multichannel-marketing-definition>

NEW QUESTION # 131

A sales representative's existing customer is opening offices in new regions.

What should the sales rep focus on to increase the contract value?

- A. Growth target
- B. Expansion target
- C. Efficiency target

Answer: B

Explanation:

Expansion target is the best answer because it refers to the opportunity to sell more products or services to an existing customer who is growing their business or entering new markets. The sales rep should focus on understanding the customer's needs and goals in the new regions, and offer solutions that can help them achieve them. Efficiency target and growth target are not relevant to this scenario, because they are related to the sales rep's own performance and objectives, not the customer's. Efficiency target is about improving the sales rep's productivity and effectiveness, while growth target is about acquiring new customers or increasing market share.

References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 132

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