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Salesforce Certified Sales Foundations Sample Questions (Q121-Q126):

NEW QUESTION # 121

A sales team knows the importance of building an accurate forecast.

Which foundational priority should be in place to help ensure data quality across teams?

- A. Pipeline visibility
- **B. Collaboration**
- C. Salesprocess

Answer: B

Explanation:

A sales process is a set of steps and stages that guide the sales team from prospecting to closing deals. A sales process helps ensure data quality across teams by providing a common framework, language, and methodology for managing opportunities and forecasting. A sales process also helps align the sales team with the customer's buying journey, and enables them to track and measure their progress and performance. A sales process can improve the accuracy, consistency, and completeness of the data in the pipeline, and help the sales team make better decisions and predictions. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"

* [Sales Rep Training], unit "Create Effective Selling Habits"

* Salesforce Certified Sales Representative Exam Guide, section "Assess Risks and Opportunities"

NEW QUESTION # 122

A sales representative wants to interact with prospects on platforms they use regularly.

Which approach should the sales rep take?

- A. Lead nurturing
- **B. Social selling**
- C. Cold calling

Answer: B

Explanation:

Social selling is the approach that the sales rep should take to interact with prospects on platforms they use regularly. Social selling means using social media platforms (such as LinkedIn, Twitter, Facebook, etc.) to connect with prospects, build relationships, and generate leads. Social selling helps to increase brand awareness, trust, and credibility, as well as to provide value and insights to prospects. References: <https://www.salesforce.com/resources/articles/social-selling/#social-selling-definition>

NEW QUESTION # 123

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

- A. Encourage the customer to purchase additional products.
- B. Offer a comprehensive demo of the products to the customer.
- **C. Add the customer to an educational marketing campaign.**

Answer: C

Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore their needs and challenges for potential additional solutions. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 124

A customer experiences issues with a product after the sale is complete. The sales representative and service team were not able to resolve the issue.

What is the best course of action in this scenario?

- A. Highlight that all procedural processes have been completed and there is nothing more they can do until more details are known.
- **B. Escalate the issue to higher-level stakeholders and work collaboratively to find a solution.**
- C. Acknowledge the issue and explain to the customer that service is responsible for fixing it.

Answer: B

Explanation:

When a customer experiences issues with a product after the sale is complete, the sales representative should not pass the responsibility to the service team, nor should they give up on finding a solution. Instead, the sales representative should escalate the issue to higher-level stakeholders, such as managers, executives, or product experts, and work collaboratively with them and the service team to find a solution that satisfies the customer.

This shows the customer that the sales representative cares about their success and is willing to go the extra mile to resolve the issue.

References: [Sales Rep Training: Handle Customer Issues], [Cert Prep: Salesforce Certified Sales Representative: Service and Support]

NEW QUESTION # 125

What can help a sales representative frame a solution around a customer's business challenges?

- A. Addressing the customer's pain points
- B. Offering the lowest price possible
- C. Focusing on their personal sales targets

Answer: A

Explanation:

A sales representative can frame a solution around a customer's business challenges by addressing the customer's pain points. Pain points are the specific problems or issues that the customer is facing or wants to avoid. By understanding the customer's pain points, the sales representative can tailor the solution to meet the customer's needs and goals, and demonstrate how the solution can solve the customer's problems or prevent them from occurring. Addressing the customer's pain points also helps the sales representative to build trust and rapport, and to show the value and benefits of the solution. References: [Sales Rep Training: Present Solutions], [Cert Prep: Salesforce Certified Sales Representative: Present Solutions]

NEW QUESTION # 126

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