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## Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>

Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>

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### Salesforce Certified Sales Foundations Sample Questions (Q65-Q70):

#### NEW QUESTION # 65

A sales representative is working on an opportunity that has recently progressed to a more advanced stage in the deal lifecycle. Which action should the sales rep take to ensure accurate forecasting?

- A. Continue forecasting based on the previous stage until the deal closes.
- **B. Update the opportunity's stage and forecast category to reflect the recent progress.**
- C. Focus on unrelated opportunities and assume the current opportunity will close.

**Answer: B**

Explanation:

Updating the opportunity's stage and forecast category to reflect the recent progress is what the sales rep should do to ensure accurate forecasting. An opportunity is a qualified prospect who has a high probability of buying the product. An opportunity stage is a measure of how far along the opportunity is in the sales process, such as prospecting, qualification, proposal, negotiation, etc. A forecast category is a measure of how likely the opportunity is to close as won, such as pipeline, best case, commit, closed, etc. Updating the opportunity's stage and forecast category helps to reflect the current status and potential outcome of the opportunity, as well as to provide a realistic and reliable prediction of future sales revenue. References: <https://www.salesforce.com/resources/articles/sales-forecasting/#sales-forecasting-definition>

#### NEW QUESTION # 66

After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer. How should the sales rep build credibility with the prospect to better their chances of a successful pitch?

- A. Base the pitch on what the prospect has explicitly told them in previous conversations.
- **B. Base the pitch on discovery research into the prospect's customers' challenges.**
- C. Base the pitch on the sales rep's company's proven, most successful product lines.

**Answer: B**

Explanation:

Basing the pitch on discovery research into the prospect's customers' challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework, understands the prospect's business and market situation, and can provide solutions that can help them serve their customers better. References: <https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips>

### NEW QUESTION # 67

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Customer satisfaction score
- B. Lead quality score
- C. Lead conversion rate

**Answer: C**

Explanation:

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs, and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions. References: <https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-metrics>

### NEW QUESTION # 68

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

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

**Answer: B**

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 # 69

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

**Answer: B**

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 # 70

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