

Sales-101日本語受験攻略、Sales-101学習関連題



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>> Sales-101日本語受験攻略 <<

Sales-101学習関連題 & Sales-101資格難易度

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Salesforce Sales-101 認定試験の出題範囲：

トピック	出題範囲
トピック 1	Forecasting: This section of the exam measures skills of Account Executives and assesses forecasting accuracy, evaluating risks and opportunities, and understanding the inputs that drive forecasting. It ensures consistency in opportunity management and reliable business predictions.
トピック 2	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.
トピック 3	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.

Salesforce Certified Sales Foundations 認定 Sales-101 試験問題 (Q100-Q105):

質問 # 100

A forecast is based on the rollup of a set of opportunities.

What are three dimensions in a forecast rollup?

- A. Quotes, contacts, and territories
- B. Contacts, product family, and revenue
- C. Time, categories, and territories

正解: C

解説:

A forecast is a projection of how much revenue you can generate in a quarter. A forecast rollup is the aggregation of a set of opportunities based on three dimensions: time, categories, and territories. Time refers to the fiscal period, such as month or quarter, that the forecast covers. Categories refer to the stages of the sales process, such as commit, best case, or pipeline. Territories refer to the sales regions or markets that the forecast applies to. References:

* Certification - Sales Representative - Trailhead

* Cert Prep: Salesforce Certified Sales Representative - Trailhead

* [Forecasting Guide - Salesforce Help]

質問 # 101

What is an important consideration for a sales representative as they create a sales proposal?

- A. To include a detailed diagram and explanation of the sales process
- B. To highlight how the solution addresses the customer's needs and challenges
- C. To leverage a standard approach for all sales quotes and customer accounts

正解: B

解説:

Highlighting how the solution addresses the customer's needs and challenges is an important consideration for a sales representative as they create a sales proposal, because it shows the customer the value and benefits of the solution, and how it can help them achieve their desired outcomes. The sales proposal should be customized and tailored to the customer's specific situation, and include relevant data, testimonials, and case studies to support the value proposition. To leverage a standard approach for all sales quotes and customer accounts or to include a detailed diagram and explanation of the sales process are not the best answers, because they do not focus on the customer's needs and challenges, which are the primary drivers of the purchase decision. A standard approach may not suit the customer's unique requirements or preferences, and a detailed diagram and explanation of the sales process may be too technical or complex for the customer to understand or appreciate. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

質問 # 102

A sales representative has spent countless hours on due diligence to make the appropriate recommendation. At the last minute, the customer makes an unexpected objection. The sales rep is surprised and wants to better understand where this objection is coming from.

Which approach should the sales rep take?

- A. Revisit the discovery phase of the sales process.
- B. Highlight customer success stories to build credibility.
- C. Acknowledge the objection and try to close with a different tactic.

正解: A

解説:

The discovery phase of the sales process is where the sales representative uncovers the customer's pain points, needs, goals, and challenges. By revisiting the discovery phase, the sales rep can better understand where the objection is coming from, and whether it is a valid concern or a hidden motive. Revisiting the discovery phase can also help the sales rep restate the value proposition,

reinforce the benefits of the solution, and address any gaps or misunderstandings that may have caused the objection. The other options are not effective approaches, as they may ignore the customer's perspective, damage the trust, or create more resistance. References:

- * Cert Prep: Salesforce Certified Sales Representative, unit "Value Selling"
- * [Sales Rep Training], unit "Sell with Value"
- * Salesforce Certified Sales Representative Exam Guide, section "Value Selling"

質問 # 103

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.

正解: B

解説:

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>

質問 # 104

A sales representative is given an objection and shows respect for the customer's opinion. What level of listening is the sales rep leveraging?

- A. Selective
- **B. Empathetic**
- C. Attentive

正解: B

解説:

Empathetic listening is the level of listening that the sales rep is leveraging when they show respect for the customer's opinion after receiving an objection. An objection is a reason or concern that the customer has for not buying the product or service that the sales rep offers. Empathetic listening is a type of listening that involves understanding and sharing the feelings and emotions of the customer, as well as acknowledging and validating their perspective. Empathetic listening helps to build trust and rapport, reduce resistance, and resolve objections.

質問 # 105

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Sales-101学習関連題: <https://www.jpctestking.com/Sales-101-exam.html>

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