

Sales-101퍼펙트덤프자료, Sales-101완벽한시험기출자료



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Salesforce Sales-101 시험요강:

주제	소개
주제 1	<ul style="list-style-type: none">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.
주제 2	<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.
주제 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.

주제 4	<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.
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최신 Sales Professional Sales-101 무료샘플문제 (Q106-Q111):

질문 # 106

A sales representative is preparing a presentation to showcase the value proposition of their solution to a prospect. What should be the main objective of this presentation?

- A. To communicate how the solution addresses the prospect's pain points and needs, and delivers tangible return on investment (ROI)
- B. To provide an in-depth analysis of the prospect's competitors and market trends
- C. To build credibility with the prospect using their public speaking skills and professional appearance

정답: A

설명:

The main objective of a value proposition presentation is to show the prospect how the solution can solve their problems, fulfill their needs, and provide them with benefits that outweigh the costs. A value proposition presentation should highlight the unique features and advantages of the solution, as well as quantify the expected outcomes and ROI for the prospect. References: <https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation>

질문 # 107

A sales representative recently closed a deal and wants to measure how likely the customer would be to recommend the product. Which measurement should the sales rep use?

- A. Customer Engagement Score (CES)
- B. Net Promoter Score (NPS)
- C. Customer Satisfaction Survey (CSAT)

정답: B

설명:

Net Promoter Score (NPS) is a metric that evaluates the loyalty and satisfaction of customers based on how likely they are to recommend a product or service to others. It is calculated by asking customers one question:

"On a scale from 0 to 10, how likely are you to recommend this product/service to a friend or colleague?" Customers who respond with a 9 or 10 are considered promoters, customers who respond with a 7 or 8 are considered passives, and customers who respond with a 6 or lower are considered detractors. The NPS is then calculated by subtracting the percentage of detractors from the percentage of promoters. NPS can help sales reps identify their most enthusiastic and loyal customers, as well as those who are at risk of churn or dissatisfaction. NPS can also help sales reps generate referrals, testimonials, and reviews from their promoters, as well as improve their products and services based on the feedback from their detractors and passives. References:

* What is Net Promoter Score (NPS)? How to Calculate & Interpret - Hotjar

* Net Promoter Score (NPS): The Ultimate Guide - Qualtrics

* What is Net Promoter Score (NPS) | Definition and Examples - ProductPlan

질문 # 108

A sales representative is having challenges getting access to the decision maker to close a deal. How can the sales rep convince their contact to make an introduction to the decision maker?

- A. Increase the frequency of engagement with the contact.
- B. Share a customer success story based on real-world use cases and results.
- C. Focus the discussion on the contact's role and responsibilities.

정답: B

설명:

Sharing a customer success story is a powerful way to convince a contact to make an introduction to the decisionmaker, as it demonstrates the value and credibility of the sales rep's solution. A customer success story should include the following elements: the customer's challenge, the solution they implemented, and the results they achieved. The sales rep should also tailor the story to match the contact's industry, role, and pain points, and highlight how the solution can help them achieve their goals. By sharing a customer success story, the sales rep can create a sense of urgency and curiosity in the contact, and motivate them to introduce the sales rep to the decision maker who can benefit from the solution as well. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Customer Success Stories to Sell with Value".

* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

질문 # 109

How does a sales representative determine if a customer might be a valid prospect for the product?

- A. Review the customer's website and tell the prospect that the product will solve their problems.
- B. **Understand the customer's pain points and what they attempted in the past that was unsuccessful.**
- C. Uncover what the customer is planning to do and the executive staff's purchasing preferences.

정답: B

설명:

Understanding the customer's pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer's needs, challenges, goals, and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value. References:

<https://www.salesforce.com/resources/articles/sales-process/#qualify>

질문 # 110

A sales representative is approached by a prospect who is having difficulty managing their customer data effectively and is struggling to track sales activity and customer interactions.

Which first step should the sales rep take to define the scope of a solution for the prospect?

- A. Suggest organizing their data in a spreadsheet.
- B. **Frame the challenge.**
- C. Assemble a diverse project team

정답: B

설명:

The first step in defining the scope of a solution for a prospect is to frame the challenge, which means understanding the problem, the desired outcome, and the value proposition. Framing the challenge helps the sales rep to align with the prospect on their needs and goals, and to establish credibility and trust. Framing the challenge also helps the sales rep to identify the key stakeholders, decision makers, and influencers involved in the buying process, and to tailor their communication and messaging accordingly. References:

* Sales Rep Training: Define the Scope of a Solution

* Cert Prep: Salesforce Certified Sales Representative: Define the Scope of a Solution

질문 # 111

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