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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
Topic 3	<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.

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Salesforce Certified Sales Foundations Sample Questions (Q112-Q117):

NEW QUESTION # 112

An experienced sales representative has several new leads and wants to understand their pain points and decide if the company can meet their needs.

At which stage should the sales rep complete a qualification call with the new leads?

- **A. Prospecting**
- B. Research
- C. Relationship building

Answer: A

Explanation:

During the prospecting stage, a sales representative identifies and reaches out to potential leads to assess their interest and fit for the company's offerings. Completing a qualification call with new leads at this stage is crucial to understanding their pain points, needs, and whether the company's solutions can meet those needs.

This step is essential for efficiently allocating resources to leads with the highest potential for conversion.

Salesforce emphasizes the importance of effective prospecting and qualification processes to ensure sales efforts are focused on the most promising opportunities.

Reference: Salesforce Blog - Prospecting

NEW QUESTION # 113

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead is engaged in the sales process
- **B. Whether the lead has sufficient buying power**
- C. Whether the lead is based within their region

Answer: B

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

NEW QUESTION # 114

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

- **A. Phone calls provide immediate feedback whether the lead is worth pursuing.**
- B. Phone calls are a quicker and more scalable method of contact.
- C. Key decision makers usually respond more readily to phone calls.

Answer: A

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service.

Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively.

References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 115

What are the four elements of emotional intelligence?

- A. Discover, define, design, and deliver
- **B. Self-awareness, self-management, empathy, and skilled relationships**
- C. Plan, engage, execute, and close

Answer: B

Explanation:

Self-awareness, self-management, empathy, and skilled relationships are the four elements of emotional intelligence. Emotional intelligence is the ability to understand and manage one's own emotions and those of others. Emotional intelligence helps to improve communication, collaboration, and influence in sales.

References:<https://trailhead.salesforce.com/en/content/learn/modules/emotional-intelligence/emotional-intelligence-introduction>

NEW QUESTION # 116

When assigned a new sales territory, what is the first step to prioritizing selling efforts?

- **A. Identify the territory's key accounts.**
- B. Determine the number of accounts and territory size.
- C. Determine the physical location of each account.

Answer: A

Explanation:

The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision-makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory. References:

* Sales Rep Training: Prioritize Your Selling Efforts

* Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

NEW QUESTION # 117

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