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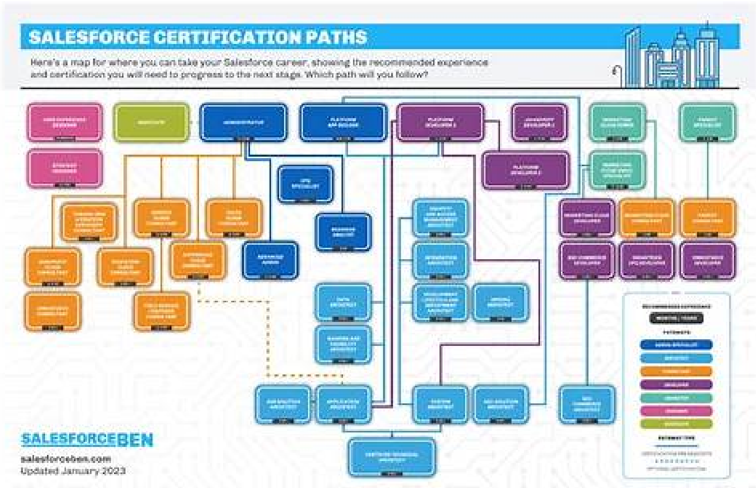

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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 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.
Topic 2	• 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	• 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 4	• Pipeline Management: This section of the exam measures skills of Sales Representatives and involves generating new pipeline opportunities, analyzing pipeline health, and ensuring data integrity. It also covers monitoring progression across sales stages and improving customer relevance.
Topic 5	• 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.

Salesforce Certified Sales Foundations Sample Questions (Q102-Q107):

NEW QUESTION # 102
A prospect visited a company's website and completed a form expressing interest in a product.
What should a sales rep focus on when qualifying the prospect?

- A. Product features
- B. Marketing goals
- C. Customer needs

Answer: C

Explanation:
Customer needs are what thesales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product.References:https://www.salesforce.com/resources/articles/sales-process
/#qualify

NEW QUESTION # 103
What are the key elements of a successful cold call?

- A. A compelling hook that ties in a product or service and open-ended questions
- B. Several short questions and a shared link to product descriptions on the company website
- C. Details about the decision maker and a follow-up with them soon after the call

Answer: A

Explanation:
A cold call is a phone call to a potential customer who has not expressed any prior interest in your product or service. The key elements of a successful cold call are a compelling hook and open-ended questions. A compelling hook is a brief statement that captures the attention of the prospect and shows them how your product or service can solve their problem or meet their need. Open-endedquestions are questions that require more than a yes or no answer, and that encourage the prospect to share more information about their situation, goals, challenges, and preferences. By using a compelling hook and open-ended questions, you can engage theprospect, build rapport, qualify them as a lead, and move them to the next stage of the sales process. References:
* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"
* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 104
Which communication approach has a higher likelihood of achieving a customer relationship built on trust?

- A. Scheduling quarterly check-in calls.
- B. Hosting monthly product webinars.

- C. Appreciating the customer's time.

Answer: C

Explanation:
Appreciating the customer's time is a communication approach that fosters trust by acknowledging and respecting the value of their time. This approach involves being punctual for meetings, ensuring communications are concise and relevant, and expressing gratitude for their engagement. Building trust with customers is foundational to long-term relationships, and demonstrating respectfor their time is a tangible way to show that their needs and priorities are taken seriously. Salesforce highlights the importance of trust in customer relationships and recommends practices that contribute to a respectful and professional interaction.
ference:Salesforce Blog - Building Customer Trust

NEW QUESTION # 105
A sales representative delivers a proposal and is checking in with the prospect on the perceived value and alignment.
At which stage are they in the sales process?

- A. Collaborate
- B. Connect
- C. Confirm

Answer: C

Explanation:
Confirming is thestage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward.
Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust. Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 106
A sales representative closed a deal with a customer 6 months ago. The customer is now experiencing issues with the solution and the sales rep is trying to assess the customer's realized value.
What should the sales rep do?

- A. Try to sell additional products or services to increase the realized value.
- B. Acknowledge the customer's concerns while trying to find easier customers.
- C. Reassess the customer's expected value based on the current situation.

Answer: C

Explanation:
Realized value is the difference between the expected value and the actual value that the customer receives from using the solution. If the customer is experiencing issues with the solution, the sales rep should reassess the customer's expected value based on the current situation, identify any gaps ordiscrepancies, and work with the customer to resolve themand ensure their satisfaction.References:https://www.salesforce.com
/resources/articles/customer-success/#customer-success-metrics

NEW QUESTION # 107
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