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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.

Topic 2	<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.
Topic 3	<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.

Salesforce Certified Sales Foundations Sample Questions (Q41-Q46):

NEW QUESTION # 41

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 # 42

A sales representative wants to drive the adoption of a new product with a customer. How should the sales rep address the customer's question: "What's in it for me?"

- **A. Articulate the business value.**
- B. Provide product documentation.
- C. Offer a product sample.

Answer: A

Explanation:

Articulating the business value is how the sales rep should address the customer's question: "What's in it for me?" Business value is the benefit or advantage that the product provides to the customer in terms of improving their situation, solving their problems, fulfilling their needs, or achieving their goals. Articulating the business value helps to show the customer how the product can help them succeed and grow. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition>

NEW QUESTION # 43

A sales representative has a pipeline with a mix of opportunities at various stages. The sales rep wants to improve stage velocity. What should the sales rep do to improve stage velocity?

- A. Survey customers and engage them when the customer requests.
- B. Sort deals by size and focus on the largest ones first.
- **C. Obtain guidance from a manager and create a follow-up cadence.**

Answer: C

Explanation:

Obtaining guidance from a manager and creating a follow-up cadence is what the sales rep should do to improve stage velocity.

Stage velocity is the measure of how fast an opportunity moves from one stage to another in the sales process. Obtaining guidance from a manager helps to get feedback, advice, and support on how to advance the opportunity. Creating a follow-up cadence helps to maintain communication, engagement, and momentum with the customer. References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics>

NEW QUESTION # 44

How should a sales representative identify and generate new additions to the pipeline?

- **A. Attend industry conferences.**
- B. Provide customer support.
- C. Conduct product demos.

Answer: A

Explanation:

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline.

A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

NEW QUESTION # 45

A customer has questions about the features of one product they are evaluating. What is the first step the sales representative should take to address this?

- **A. Supply product references.**
- B. Schedule new product demo.
- C. Dispatch service technician.

Answer: A

Explanation:

Supplying product references is the first step that the sales rep should take to address a customer's questions about the features of one product they are evaluating. Product references are testimonials or case studies from existing customers who have used the product and can vouch for its features and benefits. Product references help to answer questions, provide proof points, build trust and credibility, and influence purchase decisions.

References: <https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition>

NEW QUESTION # 46

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