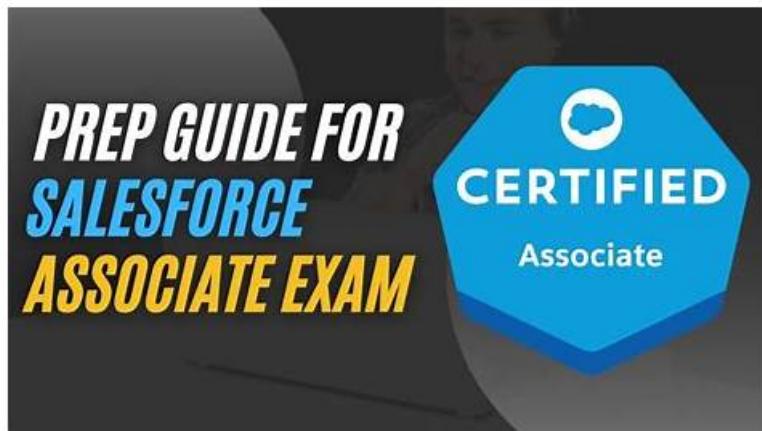


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## Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

## Salesforce Certified Sales Foundations Sample Questions (Q82-Q87):

### NEW QUESTION # 82

A sales representative presented a solution and overcame the objections, but the prospect is still not completely ready to commit. The sales rep suspects the prospect is unsure about the product and will want to return it. The sales rep decides to let the prospect try out the product for a predetermined period.

Which type of close was chosen?

- A. Assumptive
- B. Summary
- C. Puppy Dog

**Answer: C**

Explanation:

A puppy dog close is a sales technique that involves letting the prospect try out the product or service for a limited time, hoping that they will fall in love with it and buy it. This type of close is often used for products that have a high emotional appeal, such as cars, jewelry, or pets. The sales representative in this scenario chose a puppy dog close because they suspected the prospect was unsure about the product and wanted to give them a chance to experience its benefits firsthand. References:

\* Cert Prep: Salesforce Certified Sales Representative, Unit 5: Close the Deal

\* [Sales Rep Training], Unit 2: Close the Deal

\* Salesforce Certified Sales Representative Exam Guide, Section 5: Closing Deals

### NEW QUESTION # 83

A sales representative wants to show a prospect the value of their product or service.

Which type of document should the sales rep provide to the prospect?

- A. Whitespace analysis
- B. Sales proposal
- C. Marketing whitepaper

**Answer: B**

Explanation:

A sales proposal is a document that outlines the benefits and features of a product or service, as well as the pricing and terms of the deal. A sales proposal is designed to persuade the prospect to buy from the sales rep by showing them the value of the solution and how it meets their needs. A sales proposal should be customized to the specific prospect and their situation, and should include a clear call to action. References:

\* Sales Rep Training: Create Effective Selling Habits (Unit: Write Winning Sales Proposals)

\* Cert Prep: Salesforce Certified Sales Representative (Unit: Sales Strategy and Planning)

### NEW QUESTION # 84

Which first step should a sales representative take to gain insight on potential customers?

- A. Conduct stakeholder interviews.
- B. Create customer success plans.
- C. **Analyze data about customers.**

**Answer: C**

Explanation:

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

**NEW QUESTION # 85**

A company is introducing a new product line.

How should a sales representative educate prospects on their products' key benefits?

- A. **Storytelling**
- B. Customer journey maps
- C. Social media marketing

**Answer: A**

Explanation:

Educating prospects about the key benefits of new products through storytelling is an effective approach.

Storytelling involves sharing examples, customer success stories, or hypothetical scenarios that illustrate how the product can be used and the benefits it delivers. This method helps prospects visualize the product in action and understand its value in a real-world context. Salesforce often highlights the importance of storytelling in sales to make products more relatable and to create a connection with potential customers.

Reference: Salesforce Blog - Storytelling in Sales

**NEW QUESTION # 86**

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 physical location of each account.
- C. Determine the number of accounts and territory size.

**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 # 87**

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