

Sales-101 Advanced Testing Engine & Sales-101 Associate Level Exam



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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">• 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 3

- 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 (Q99-Q104):

NEW QUESTION # 99

What can help a sales representative frame a solution around a customer's business challenges?

- A. Focusing on their personal sales targets
- **B. Addressing the customer's pain points**
- C. Offering the lowest price possible

Answer: B

Explanation:

A sales representative can frame a solution around a customer's business challenges by addressing the customer's pain points. Pain points are the specific problems or issues that the customer is facing or wants to avoid. By understanding the customer's pain points, the sales representative can tailor the solution to meet the customer's needs and goals, and demonstrate how the solution can solve the customer's problems or prevent them from occurring. Addressing the customer's pain points also helps the sales representative to build trust and rapport, and to show the value and benefits of the solution. References: [Sales Rep Training: Present Solutions], [Cert Prep: Salesforce Certified Sales Representative: Present Solutions]

NEW QUESTION # 100

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Stand by the solution and point out their misunderstanding.
- **B. Ask questions to determine if they can get the deal back on track.**
- C. Compare risks and benefits using features, advantages, and benefits (FAB).

Answer: B

Explanation:

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections.

References: <https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

NEW QUESTION # 101

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Expand the number of channels to reach more prospects.
- **B. Focus on behaviors and attributes that define a quality lead.**
- C. Broaden the scope of the prospect profile.

Answer: B

Explanation:

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce sales cycles, and optimize resources. References: <https://www.salesforce.com/resources>

NEW QUESTION # 102

A sales team knows the importance of building an accurate forecast.

Which foundational priority should be in place to help ensure data quality across teams?

- A. Sales process
- B. Pipeline visibility
- C. Collaboration

Answer: C

Explanation:

A sales process is a set of steps and stages that guide the sales team from prospecting to closing deals. A sales process helps ensure data quality across teams by providing a common framework, language, and methodology for managing opportunities and forecasting. A sales process also helps align the sales team with the customer's buying journey, and enables them to track and measure their progress and performance. A sales process can improve the accuracy, consistency, and completeness of the data in the pipeline, and help the sales team make better decisions and predictions. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"

* [Sales Rep Training], unit "Create Effective Selling Habits"

* Salesforce Certified Sales Representative Exam Guide, section "Assess Risks and Opportunities"

NEW QUESTION # 103

A sales representative's existing customer is opening offices in new regions.

What should the sales rep focus on to increase the contract value?

- A. Efficiency target
- B. Expansion target
- C. Growth target

Answer: B

Explanation:

Expansion target is the best answer because it refers to the opportunity to sell more products or services to an existing customer who is growing their business or entering new markets. The sales rep should focus on understanding the customer's needs and goals in the new regions, and offer solutions that can help them achieve them. Efficiency target and growth target are not relevant to this scenario, because they are related to the sales rep's own performance and objectives, not the customer's. Efficiency target is about improving the sales rep's productivity and effectiveness, while growth target is about acquiring new customers or increasing market share.

References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 104

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