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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details

Topic 1	<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 2	<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 3	<ul style="list-style-type: none"> 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 4	<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 (Q39-Q44):

NEW QUESTION # 39

A forecast is based on the rollup of a set of opportunities.

What are three dimensions in a forecast rollup?

- A. Quotes, contacts, and territories
- B. Contacts, product family, and revenue
- C. Time, categories, and territories

Answer: C

Explanation:

A forecast is a projection of how much revenue you can generate in a quarter. A forecast rollup is the aggregation of a set of opportunities based on three dimensions: time, categories, and territories. Time refers to the fiscal period, such as month or quarter, that the forecast covers. Categories refer to the stages of the sales process, such as commit, best case, or pipeline. Territories refer to the sales regions or markets that the forecast applies to. References:

- * Certification - Sales Representative - Trailhead
- * Cert Prep: Salesforce Certified Sales Representative - Trailhead
- * [Forecasting Guide - Salesforce Help]

NEW QUESTION # 40

A company uses the BANT model for sales qualification.

What does BANT indicate to sales representatives?

- A. The proposed approach meets the criteria of being Bold, Ambitious, Noteworthy, and Thorough.
- B. The deal is Beneficial, Acceptable to line management, Narrow in scope, and commercially Tight for sound legal management.
- C. The prospective contact has Budget and Authority to buy, has Need for the product, and the Timing is right.

Answer: C

Explanation:

BANT is a sales qualification model that stands for Budget, Authority, Need, and Timing. It helps sales representatives identify and prioritize the most qualified prospects based on four key criteria:

- * Budget: The prospect has the financial resources to purchase the product or service.
- * Authority: The prospect has the decision-making power or influence to approve the purchase.
- * Need: The prospect has a specific problem or pain point that the product or service can solve.
- * Timing: The prospect has a clear timeline or urgency to buy the product or service. BANT helps sales representatives focus on the most promising opportunities, avoid wasting time on unqualified leads, and align their sales process with the customer's buying journey. References: [Cert Prep: Salesforce Certified Sales Representative: Qualify Leads], [Sales Rep Training: Qualify Leads]

NEW QUESTION # 41

A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.

What is the first step to building trust with these stakeholders?

- A. Review records the previous rep left to understand the needs of the stakeholders.
- **B. Set up an introductory meeting and explain the reason for the transition.**
- C. Use a multi-channel approach to present an update on current product offerings.

Answer: B

Explanation:

The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

NEW QUESTION # 42

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

Answer: C

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 # 43

A sales representative is working with a new customer who has provided an abundance of information about their company's goals and objectives.

Which challenge could the sales rep encounter when developing the scope of a sales solution?

- A. The customer's lack of product knowledge
- **B. Available discounts and payment terms to offer to the customer**
- C. Difficulty understanding the customer's pain points

Answer: B

Explanation:

A challenge that the sales rep could encounter when developing the scope of a sales solution for a new customer who has provided an abundance of information about their company's goals and objectives is the available discounts and payment terms to offer to the customer. The sales rep needs to balance the customer's budget and expectations with the company's profitability and policies. The sales rep also needs to consider the competitive landscape, the value proposition, and the customer's decision criteria. The sales rep should consult with their manager or team to determine the best pricing strategy and negotiation tactics for the deal. References: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

NEW QUESTION # 44

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