

Sales-101 Test-king File - Sales-101 Practice Materials & Sales-101 Torrent Questions



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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.
Topic 4	<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 5	<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.
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Salesforce Certified Sales Foundations Sample Questions (Q32-Q37):

NEW QUESTION # 32

How should a sales representative use a client profile during the sales process?

- A. To tailor a message to meet a target audience's needs
- B. To build a standard message to maximize return on investment (ROI)
- C. To create messages that appeal to a broad audience

Answer: A

Explanation:

Tailoring a message to meet a target audience's needs is how a sales rep should use a client profile during the sales process. A client profile is a document that summarizes the characteristics, preferences, and behaviors of a specific segment or group of customers. A message is a communication or presentation that the sales rep delivers to the customers to persuade them to buy their product or service. Tailoring a message helps to show relevance, value, and differentiation to the target audience, as well as to capture their attention and interest.

NEW QUESTION # 33

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

Answer: B

Explanation:

Customer needs are what the sales 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 # 34

Which factor can the sales representative focus on to win the customer first and support their sales quota long term?

- A. Product evangelism

- B. Maximizing opportunities
- C. Customer experience

Answer: C

Explanation:

Customer experience is the factor that the sales representative can focus on to win the customer first and support their sales quota long term, because it is the sum of all the interactions and emotions that the customer has with the sales representative and the company throughout the sales cycle and beyond. A positive customer experience can lead to customer satisfaction, loyalty, retention, and advocacy, which can result in repeat purchases, referrals, and testimonials. Product evangelism and maximizing opportunities are not the best answers, because they are more focused on the sales representative's own goals and interests, rather than the customer's. Product evangelism is about promoting the product's features and benefits, but it may not address the customer's specific needs or challenges. Maximizing opportunities is about increasing the contract value or volume, but it may not align with the customer's budget or expectations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 35

What is a key indicator of a healthy sales pipeline for a sales representative?

- A. A high volume of new deals entering the pipeline each month
- B. A balanced distribution of deals across different stages of the pipeline
- C. A high percentage of deals in the last stage of the pipeline

Answer: B

Explanation:

A key indicator of a healthy sales pipeline is a balanced distribution of deals across different stages. This balance indicates that there are sufficient new opportunities being generated, deals are progressing through the pipeline at a healthy pace, and there is a steady flow of closings. A well-balanced pipeline helps in forecasting revenue more accurately and ensures the sustainability of sales operations. Salesforce advocates for regular pipeline reviews and management to maintain this balance, ensuring that all stages from lead generation to closing are well attended to.

Reference: Salesforce Blog - Sales Pipeline Management

NEW QUESTION # 36

A sales representative has a low conversion rate during the proposal phase of the pipeline. They notice there are a few sentences about the prospect objectives, two pages on the specifications and deliverables, and then a small portion on the investment. Which adjustment will help the sales rep win more work by being more customer-centric?

- A. Focus more on anticipated outcomes than deliverables.
- B. Move the investment to the top to get the objection out of the way.
- C. Remove the objectives since the prospect already knows them.

Answer: A

Explanation:

A customer-centric proposal is one that emphasizes the value and benefits that the solution will provide to the customer, rather than the features and specifications of the product or service. By focusing more on the anticipated outcomes, the sales rep can show how the solution aligns with the customer's objectives and needs, and how it will help them achieve their desired results. This will also help the sales rep differentiate themselves from the competition and build trust and credibility with the customer. References:

* Cert Prep: Salesforce Certified Sales Representative, Unit 4: Value Selling

* [Sales Rep Training], Unit 2: Sell with Value

* Salesforce Certified Sales Representative Exam Guide, Section 4: Value Selling

NEW QUESTION # 37

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