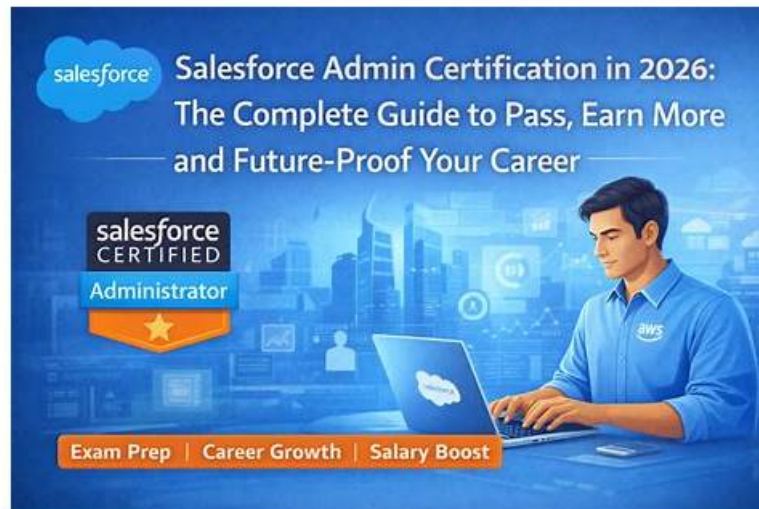


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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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	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	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 4	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 5	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.

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This will help them polish their skills and clear all their doubts. Also, you must note down your Salesforce Certified Sales Foundations (Sales-101) practice test score every time you try the Salesforce Exam Questions. It will help you keep a record of your study and how well you are doing in them. ActualTestsQuiz hires the top industry experts to draft the Salesforce Certified Sales Foundations (Sales-101) exam dumps and help the candidates to clear their Salesforce Certified Sales Foundations (Sales-101) exam easily. ActualTestsQuiz plays a vital role in their journey to get the Sales-101 certification.

Salesforce Certified Sales Foundations Sample Questions (Q73-Q78):

NEW QUESTION # 73

What are the key elements of a successful cold call?

- A. Several short questions and a shared link to product descriptions on the company website
- **B. A compelling hook that ties in a product or service and open-ended questions**
- C. Details about the decision maker and a follow-up with them soon after the call

Answer: B

Explanation:

A cold call is a phone call to a potential customer who has not expressed any prior interest in your product or service. The key elements of a successful cold call are a compelling hook and open-ended questions. A compelling hook is a brief statement that captures the attention of the prospect and shows them how your product or service can solve their problem or meet their need. Open-ended questions are questions that require more than a yes or no answer, and that encourage the prospect to share more information about their situation, goals, challenges, and preferences. By using a compelling hook and open-ended questions, you can engage the prospect, build rapport, qualify them as a lead, and move them to the next stage of the sales process. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 74

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 # 75

What is the primary benefit of team selling at a key account?

- A. Provides the customer with multiple points of contact
- **B. Leverages collective expertise to meet customer expectations**
- C. Reduces the workload for individual sales representatives

Answer: B

Explanation:

Team selling is a strategy of using a group of salespeople with different skills and expertise to sell to and serve major accounts. The

primary benefit of team selling at a key account is that it leverages the collective expertise of the team members to meet the customer's expectations and needs. Team selling can help create value for the customer by providing customized solutions, addressing complex problems, and delivering superior service. Team selling can also help build trust and loyalty with the customer by demonstrating commitment, collaboration, and professionalism. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"

* Team Selling: The Secret Weapon in Major Accounts

NEW QUESTION # 76

After a successful sale of their latest software product, a sales representative wants to nurture their long-term relationship with the customer by driving product adoption.

What success metric for product adoption can the sales rep use?

- A. User login rates
- B. Session duration
- C. Number of users assigned a license

Answer: A

Explanation:

User login rates are a valuable success metric for product adoption, as they indicate the frequency and regularity with which customers are engaging with the software. High login rates typically suggest that users find the product valuable and are integrating it into their daily workflows. Salesforce advocates monitoring engagement metrics like login rates to gauge product adoption and to identify opportunities for further customer support and training, ensuring customers derive maximum value from their products.

Reference: Salesforce Help - Adoption Metrics

NEW QUESTION # 77

Which communication approach has a higher likelihood of achieving a customer relationship built on trust?

- A. Appreciating the customer's time.
- B. Scheduling quarterly check-in calls.
- C. Hosting monthly product webinars.

Answer: A

Explanation:

Appreciating the customer's time is a communication approach that fosters trust by acknowledging and respecting the value of their time. This approach involves being punctual for meetings, ensuring communications are concise and relevant, and expressing gratitude for their engagement. Building trust with customers is foundational to long-term relationships, and demonstrating respect for their time is a tangible way to show that their needs and priorities are taken seriously. Salesforce highlights the importance of trust in customer relationships and recommends practices that contribute to a respectful and professional interaction.

Reference: Salesforce Blog - Building Customer Trust

NEW QUESTION # 78

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