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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 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"> 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 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 (Q106-Q111):

NEW QUESTION # 106

A customer's order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled. What should the sales representative check to fulfill the order through a different warehouse?

- A. Product inventory
- B. Pricing information
- C. Shipping time

Answer: A

Explanation:

Product inventory is what the sales rep should check to fulfill the order through a different warehouse.

Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 107

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 # 108

A sales representative identifies a strong business case for a customer and hosts a demo to show them potential offerings and solutions.

What is the next sales pipeline stage the sales rep should enter to summarize and address the potential customer's needs?

- A. **Proposal**
- B. Lead Qualification
- C. Prospecting

Answer: A

Explanation:

According to the Salesforce Sales Representative Learning objectives, the proposal stage is the next step after the demo stage, where the sales rep should summarize the customer's needs, present the value proposition, and address any objections or concerns. The proposal stage is also where the sales rep should negotiate the terms and conditions of the deal, and ask for the customer's commitment to buy. References:

* Sales Rep Training: Create Effective Selling Habits

* Sales Pipeline Stages: A Visual Guide

NEW QUESTION # 109

A sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment.

At which stage are they in the sales process?

- A. **Confirm**
- B. Connect
- C. Collaborate

Answer: A

Explanation:

The stage in the sales process where a sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment is typically known as the "Confirm" stage. During this phase, the sales rep seeks to ensure that the proposal meets the prospect's needs and expectations, and that there is a mutual understanding of the value the solution offers. This step is crucial for moving towards closing the sale, as it involves resolving any outstanding questions or concerns and solidifying the prospect's commitment to proceeding. Salesforce outlines various stages in the sales process, and the confirmation stage is critical for validating that both parties are aligned before finalizing the deal.

Reference: Salesforce Sales Cloud - Sales Process

NEW QUESTION # 110

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

- A. **Add the customer to an educational marketing campaign.**
- B. Encourage the customer to purchase additional products.
- C. Offer a comprehensive demo of the products to the customer.

Answer: A

Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or

encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore their needs and challenges for potential additional solutions. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 111

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