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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 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.

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By earning the Salesforce Sales-101 certification, you may stop worrying about the bad things that might happen and instead concentrate on the advantages of making this decision and developing new skills that will increase your chances of landing your ideal job. You should start the preparations for the Salesforce Sales-101 Certification Exam to improve your knowledge.

Salesforce Certified Sales Foundations Sample Questions (Q117-Q122):

NEW QUESTION # 117

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. Connect
- B. Confirm
- C. Collaborate

Answer: B

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 # 118

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

- A. Assess prospect and account quality to prioritize leads.
- B. Change plans to provide a fresh view on each account.
- C. Survey the sales team and get recommendations.

Answer: A

Explanation:

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 119

A sales representative has a customer who is indecisive about the proposed solution and hesitant to close the contract. How should the sales rep convince the customer to find the solution invaluable and close the contract?

- A. Bundle additional products.
- B. Offer promotional discounts.
- C. Extend a free trial.

Answer: C

Explanation:

Offering promotional discounts is a way to convince an indecisive customer to find the solution invaluable and close the contract by creating a sense of urgency, exclusivity, and reciprocity. Promotional discounts can motivate the customer to act quickly before they miss out on a good deal, as well as make them feel special and appreciated for choosing your solution. References: <https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples> Extending a free trial is a good way to convince an indecisive customer to close the contract, as it allows them to experience the value of the solution

firsthand and overcome any doubts or objections. A free trial also creates a sense of urgency and scarcity, as the customer knows that they have a limited time to take advantage of the offer. By extending a free trial, the sales rep can demonstrate confidence in the solution and show the customer that they are willing to accommodate their needs and preferences. References:

- * Turn Undecided Customers into Successful Sales - Upnify, section "Offer guarantees and flexible policies".
- * How to Handle Indecisive Customers? - Bitrix24, section "Offer a free trial or a money-back guarantee".

NEW QUESTION # 120

In the context of deal management, why is it important for a sales representative to earn a deeper level of trust and access to decision makers within the customer's organization?

- **A. To enhance the sales rep's understanding of the customer's needs**
- B. To gain access to information about the customer's competitors
- C. To increase the sales rep's personal network and influence

Answer: A

Explanation:

Earning a deeper level of trust and access to decision makers within the customer's organization is important for a sales representative in the context of deal management, because it can help the sales rep to enhance their understanding of the customer's needs, challenges, goals, and preferences. This can enable the sales rep to tailor their solution and value proposition to the customer's specific situation, and address any objections or concerns that may arise during the sales process. It can also help the sales rep to influence the decision makers and persuade them to choose their solution over the competitors'. Increasing the sales rep's personal network and influence or gaining access to information about the customer's competitors are not the best answers, because they are not directly related to the customer's needs, which are the primary focus of deal management. The sales rep should use their network and influence to support the customer's needs, not their own. The sales rep should also focus on differentiating their solution from the competitors', rather than obtaining information about them. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 121

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

Answer: C

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 # 122

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