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## Salesforce Certified Sales Foundations exam pdf guide & Sales-101 prep sure exam

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## Salesforce Sales-101 Exam Syllabus Topics:

| Topic | Details |
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| Topic 1 | - 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 | - 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 | - 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 4 | - 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 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. |

## Salesforce Certified Sales Foundations Sample Questions (Q78-Q83):

**NEW QUESTION # 78**
How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Twenty-fivebusiness days
- B. Four business days
- C. Two business days

**Answer: C**

Explanation:
https://help.salesforce.com/s/articleView?id=sf.hvs_cadences_examples.htm&type=5

**NEW QUESTION # 79**
How should a sales representative use a client profile during the sales process?

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

**Answer: C**

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 summarizesthe 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 # 80**
Which first step should a sales representative take to gain insight on potential customers?

- A. Create customer success plans.

- B. Conduct stakeholder interviews.
- C. Analyze data about customers.

**Answer: C**

Explanation:
Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Dataanalysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences.References:https://www.salesforce.com /resources/articles/customer-analysis/#customer-analysis-definition

**NEW QUESTION # 81**
A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer. What should the sales rep use to build their business case?

- A. Feature list
- B. Value map
- C. Contract review

**Answer: B**

Explanation:
A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to thecustomer. A value map shows how the solution aligns with the customer's strategic objectives, key performance indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer.References:https://www.salesforce.com/resources /articles/value-selling/#value-selling-tools

**NEW QUESTION # 82**
When assessing the risks and opportunities of a deal, why is it important to consider the duration of a contract?

- A. Shorter contracts increase leverage for negotiation.
- B. Longer contracts increase flexibility on delivery timescales.
- C. Longer contracts increase cash flow predictability.

**Answer: C**

Explanation:
The duration of a contract is one of the factors that affect the value of a deal, along with the price, terms, and conditions. Longer contracts can increase thecash flow predictability for both the seller and the buyer, as they reduce the uncertainty and variability of future payments and revenues. Longer contracts can also help build stronger and more loyal relationships with customers, as they demonstrate trustand commitment. On the other hand, shorter contracts can increase the risk of losing customers to competitors, as they offer more opportunities for switching or renegotiating. Shorter contracts can also create more pressure on the seller to deliver valuequickly and consistently, as they have less time to prove their worth and earn customer satisfaction. References:
* Cert Prep:Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"
* [Sales Rep Training], unit "Create Effective Selling Habits"

**NEW QUESTION # 83**
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