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## Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>

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## Salesforce Certified Sales Foundations Sample Questions (Q21-Q26):

NEW QUESTION # 21

A new sales representative is struggling to fill the top of their sales funnel. What is the potential benefit of revisiting dead opportunities?

- A. To gain customer feedback and improve their approach
- B. To see if new decision makers are available
- **C. To determine if the customer needs have changed**

**Answer: C**

Explanation:

Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit.

Revisiting dead opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

#### **NEW QUESTION # 22**

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- **A. Whether the lead has sufficient buying power**
- B. Whether the lead is engaged in the sales process
- C. Whether the lead is based within their region

**Answer: A**

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

#### **NEW QUESTION # 23**

In addition to learning more about customers, what does customer-centric discovery allow a sales representative to do?

- **A. Co-create strategies based on confirmed challenges.**
- B. Pitch a product regardless of the customer's need.
- C. Present pricing and contracts as quickly as possible.

**Answer: A**

Explanation:

Co-creating strategies based on confirmed challenges is what customer-centric discovery allows a sales rep to do, in addition to learning more about customers. Customer-centric discovery is the process of asking questions and listening to customers to understand their situation, needs, goals, and challenges. Co-creating strategies means working with customers to design and propose solutions that can address their confirmed challenges and deliver value and outcomes. Co-creating strategies helps to build trust and rapport, demonstrate expertise and differentiation, and influence purchase decisions.

#### **NEW QUESTION # 24**

Leadership at Universal Containers is pressuring sales representatives to maintain a healthy pipeline. Which best practice can the sales reps use to satisfy management?

- A. Keep dead deals open and move the next touchpoint dates forward.
- B. Rely on marketing to identify and qualify inbound deals.
- **C. Routinely scrub pipeline records and consistently disposition deals.**

**Answer: C**

Explanation:

Routinely scrubbing pipeline records and consistently dispositioning deals is a best practice that the sales reps can use to satisfy management and maintain a healthy pipeline. Scrubbing pipeline records means reviewing and updating the status, accuracy, and quality of the opportunities in the pipeline. Dispositioning deals means moving the opportunities to the next stage, closing them as won or lost, or removing them from the pipeline.

These practices help to ensure that the pipeline reflects the reality of the sales situation, as well as to identify and prioritize the most promising opportunities. References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

#### NEW QUESTION # 25

A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.

What is the first step to building trust with these stakeholders?

- A. Review records the previous rep left to understand the needs of the stakeholders.
- **B. Set up an introductory meeting and explain the reason for the transition.**
- C. Use a multi-channel approach to present an update on current product offerings.

**Answer: B**

Explanation:

The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

#### NEW QUESTION # 26

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There is no doubt that work in the field requires a lot of up gradation and technical knowhow. This was the reason I suggest you to opt to get a certificate for the Sales-101 exam so that you could upgrade yourself. However for most candidates time was of essence and they could not afford the regular training sessions being offered. But Sales-101 Exam Preparation materials had the best training tools for Sales-101 exam. The Sales-101 training materials are so very helpful. Only if you study exam preparation guide from TroytecDumps when you have the time, after you have complete all these trainings, you can take the Sales-101 exam and pass it at the first attempt.

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