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Sales 101 Teaches You To Solve Sales Challenges: 10 Best Tips For Better Results

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Salesforce Certified Sales Foundations Sample Questions (Q31-Q36):

NEW QUESTION # 31

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Lead conversion rate
- B. Lead quality score
- C. Customer satisfaction score

Answer: A

Explanation:

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs, and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions. References: <https://www.salesforce.com>

NEW QUESTION # 32

An experienced sales representative has several new leads and wants to understand their pain points and decide if the company can meet their needs.

At which stage should the sales rep complete a qualification call with the new leads?

- **A. Prospecting**
- B. Relationship building
- C. Research

Answer: A

Explanation:

During the prospecting stage, a sales representative identifies and reaches out to potential leads to assess their interest and fit for the company's offerings. Completing a qualification call with new leads at this stage is crucial to understanding their pain points, needs, and whether the company's solutions can meet those needs.

This step is essential for efficiently allocating resources to leads with the highest potential for conversion.

Salesforce emphasizes the importance of effective prospecting and qualification processes to ensure sales efforts are focused on the most promising opportunities.

Reference:Salesforce Blog - Prospecting

NEW QUESTION # 33

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

At which stage are they in the sales process?

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

Answer: A

Explanation:

Confirming is the stage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward. Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust. Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 34

Which behavior should a sales representative display to establish credibility with a customer?

- **A. Be sincere and transparent, even if it means losing a sale.**
- B. Reiterate product info when there is hesitancy to move forward.
- C. Review the proposal and potential discount structures.

Answer: A

Explanation:

Credibility is the quality of being trusted and believed in by the customer. A sales representative can establish credibility by being sincere and transparent, even if it means losing a sale. This shows that the sales rep is honest, ethical, and customer-centric, and that they value the customer's best interests over their own. Being sincere and transparent can also help the sales rep build rapport, loyalty, and referrals with the customer. The other options are not effective ways to establish credibility, as they may come across as manipulative, self-serving, or repetitive. References:

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

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

NEW QUESTION # 35

Which first step should a sales representative take to gain insight on potential customers?

- A. Conduct stakeholder interviews.
- B. Create customer success plans.
- 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. Data analysis 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 # 36

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