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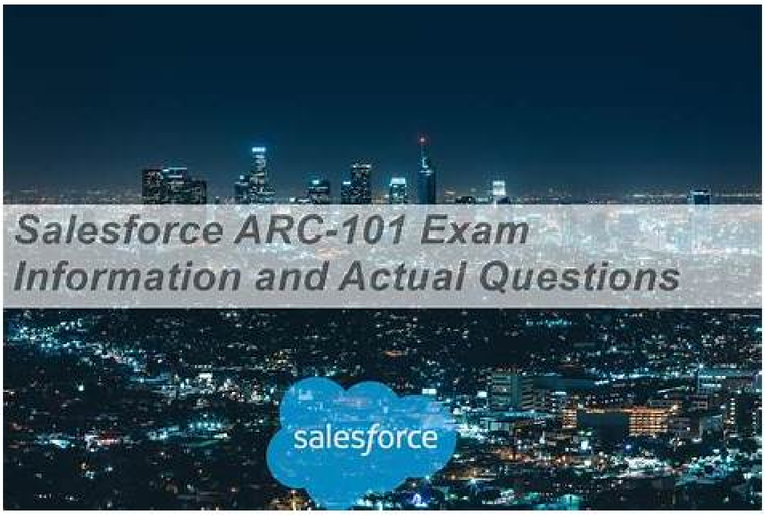

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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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	• 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	• 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 5	• 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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Salesforce Certified Sales Foundations Sample Questions (Q39-Q44):

NEW QUESTION # 39
What is a key indicator of a healthy sales pipeline for a sales representative?

- A. A high percentage of deals in the last stage of the pipeline
- B. A high volume of new deals entering the pipeline each month
- C. A balanced distribution of deals across different stages of the pipeline

Answer: C

Explanation:
A key indicator of a healthy sales pipeline is a balanced distribution of deals acrossdifferent stages. This balance indicates that there are sufficient new opportunities being generated, deals are progressing through the pipeline at a healthy pace, and there is a steady flow of closings. A well-balanced pipeline helps in forecasting revenue more accurately and ensures the sustainability of sales operations. Salesforce advocates for regular pipeline reviews and management to maintain this balance, ensuring that all stages from lead generation to closing are well attended to.
Reference:Salesforce Blog - Sales Pipeline Management

NEW QUESTION # 40
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. Rely on marketing to identify and qualify inbound deals.
- B. Routinely scrub pipeline records and consistently disposition deals.
- C. Keep dead deals open and move the next touchpoint dates forward.

Answer: B

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 # 41
A junior sales representative engages with key accounts to understand their pain points, current solutions, and future goals.
Which skill is the sales rep growing?

- A. Business acumen
- B. Product knowledge
- C. Sales acumen

Answer: A

Explanation:
Business acumen is the ability to understand the business environment, the customer's industry, and the customer's specific challenges and goals. A junior sales representative who engages with key accounts to understand their pain points, current solutions, and future goals is growing their business acumen skill. By doing so, they can better align their product or service with the customer's needs and

expectations, and create more value for them. Business acumen isone of the core competencies of a sales professional, as it helps them build credibility, trust, and rapport with the customer, and differentiate themselves from the competition. 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 # 42
A sales representative wants to drive the adoption of a new product with a customer.
How should the sales rep address the customer's question: "What's in it for me?"

- A. Articulate the business value.
- B. Provide product documentation.
- C. Offer a product sample.

Answer: A

Explanation:
Articulating the business value is how the sales rep should address the customer's question: "What's in it for me?" Business value is the benefit or advantage that the product provides to the customer in terms of improving their situation, solving their problems, fulfilling their needs, or achieving their goals. Articulating the business value helps to show the customer how the product can help them succeed and grow.References:
https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition

NEW QUESTION # 43
In which way should a sales representative drive trust through professional competency?

- A. Asking questions to look for common interests, personal motivators, and hesitation
- B. Understanding the buyer's experience in the market and years of service
- C. Collecting and processing information on products, competitors, and industries

Answer: C

Explanation:
Professional competency is the ability to demonstrate knowledge and skills that arerelevant and valuable to the customer. By collecting and processing information on products, competitors, and industries, a sales rep can show their expertise, credibility, and confidence in providing solutions that meet the customer's needs and expectations.
References:https://trailhead.salesforce.com/en/content/learn/modules/sales-representative- certification-prep/sales-representative-certification-prep-prepare-for-your-exam

NEW QUESTION # 44
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