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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
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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"> • 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.

Salesforce Certified Sales Foundations Sample Questions (Q98-Q103):

NEW QUESTION # 98

How should a sales representative identify and generate new additions to the pipeline?

- A. Conduct product demos.
- B. Provide customer support.
- C. **Attend industry conferences.**

Answer: C

Explanation:

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline.

A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

NEW QUESTION # 99

How can a sales representative begin a confirming question?

- A. "Tell me more about..."
- B. "What do you mean when..."
- C. **"What I hear you saying is..."**

Answer: C

Explanation:

"What I hear you saying is..." is a way to begin a confirming question. A confirming question is a question that helps to verify or validate what the customer says or means. A confirming question helps to show understanding, empathy, and respect for the customer's concerns, as well as to avoid confusion, misunderstanding, or miscommunication. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 100

A sales representative wants to highlight a customer's return on their investment.

Which type of analysis should the sales rep use to show this?

- A. Root cause analysis
- B. SWOT analysis
- C. **Cost benefit analysis**

Answer: C

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value

or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

- * Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".
- * Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".
- * How to calculate your Return on Customer Investment.

NEW QUESTION # 101

What is stage velocity in a sales pipeline?

- A. The number of stages an opportunity must go through
- **B. The pace a deal moves from one stage to another**
- C. The average length of a customer's contract

Answer: B

Explanation:

Stage velocity is the pace a deal moves from one stage to another in a sales pipeline. It is a measure of how quickly and efficiently a sales representative can move an opportunity from the initial contact to the final close. Stage velocity can help the sales representative to forecast more accurately, identify and remove any bottlenecks or obstacles, and optimize their sales process. The number of stages an opportunity must go through or the average length of a customer's contract are not the correct definitions of stage velocity, although they may affect it. The number of stages may vary depending on the complexity and size of the deal, and the average length of a customer's contract may depend on the type and value of the solution. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 102

A sales representative closed a deal with a customer 6 months ago. The customer is now experiencing issues with the solution and the sales rep is trying to assess the customer's realized value.

What should the sales rep do?

- A. Acknowledge the customer's concerns while trying to find easier customers.
- **B. Reassess the customer's expected value based on the current situation.**
- C. Try to sell additional products or services to increase the realized value.

Answer: B

Explanation:

Realized value is the difference between the expected value and the actual value that the customer receives from using the solution. If the customer is experiencing issues with the solution, the sales rep should reassess the customer's expected value based on the current situation, identify any gaps or discrepancies, and work with the customer to resolve them and ensure their satisfaction. References: <https://www.salesforce.com/resources/articles/customer-success/#customer-success-metrics>

NEW QUESTION # 103

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