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Salesforce

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Questions & Answers

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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<ul style="list-style-type: none"> 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.
Topic 3	<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 4	<ul style="list-style-type: none"> 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 (Q76-Q81):

NEW QUESTION # 76

A customer experiences issues with a product after the sale is complete. The sales representative and service team were not able to resolve the issue.

What is the best course of action in this scenario?

- A. Acknowledge the issue and explain to the customer that service is responsible for fixing it.
- B. Highlight that all procedural processes have been completed and there is nothing more they can do until more details are known.
- C. Escalate the issue to higher-level stakeholders and work collaboratively to find a solution.**

Answer: C

Explanation:

When a customer experiences issues with a product after the sale is complete, the sales representative should not pass the responsibility to the service team, nor should they give up on finding a solution. Instead, the sales representative should escalate the issue to higher-level stakeholders, such as managers, executives, or product experts, and work collaboratively with them and the service team to find a solution that satisfies the customer.

This shows the customer that the sales representative cares about their success and is willing to go the extra mile to resolve the issue.

References: [Sales Rep Training: Handle Customer Issues], [Cert Prep: Salesforce Certified Sales Representative: Service and Support]

NEW QUESTION # 77

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

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 # 78

A sales representative is given an objection and shows respect for the customer's opinion. What level of listening is the sales rep leveraging?

- A. Empathetic
- B. Attentive
- C. Selective

Answer: A

Explanation:

Empathetic listening is the level of listening that the sales rep is leveraging when they show respect for the customer's opinion after receiving an objection. An objection is a reason or concern that the customer has for not buying the product or service that the sales rep offers. Empathetic listening is a type of listening that involves understanding and sharing the feelings and emotions of the customer, as well as acknowledging and validating their perspective. Empathetic listening helps to build trust and rapport, reduce resistance, and resolve objections.

NEW QUESTION # 79

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

Answer: C

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/resources/articles/value-proposition/#value-proposition-metrics>

NEW QUESTION # 80

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

- A. Assess prospect and account quality to prioritize leads.
- B. Change plans to provide a fresh view on each account.
- C. Survey the sales team and get recommendations.

Answer: A

Explanation:

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on

the most promising opportunities and allocating resources accordingly. Assessing prospect and account quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 81

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