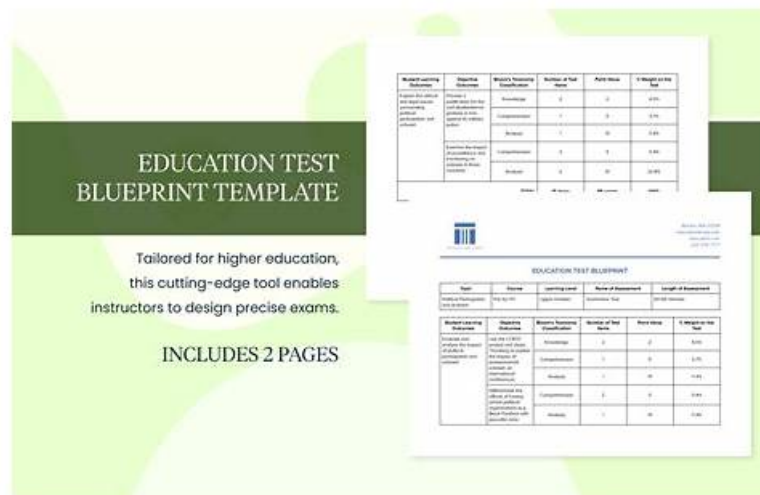


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Salesforce Certified Sales Foundations Sample Questions (Q16-Q21):

NEW QUESTION # 16

A sales representative is using a creative problem-solving process to help their customer uncover breakthrough solutions. What is the name of this approach?

- A. Linear sales
- B. Design thinking
- C. Agile methodology

Answer: B

Explanation:

Design thinking is a creative problem-solving process that involves understanding the customer's needs, challenges, and goals, and

generating innovative solutions that address them. Design thinking is based on five stages: empathize, define, ideate, prototype, and test. By using design thinking, sales representatives can help their customers discover new possibilities, overcome obstacles, and create value. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Use Design Thinking to Solve Customer Problems".

* What is Design Thinking? - updated 2024 | IxDF

* Design thinking, explained | MIT Sloan

NEW QUESTION # 17

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Broaden the scope of the prospect profile.
- **B. Focus on behaviors and attributes that define a quality lead.**
- C. Expand the number of channels to reach more prospects.

Answer: B

Explanation:

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce sales cycles, and optimize resources. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 18

A sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment. At which stage are they in the sales process?

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

Answer: B

Explanation:

The stage in the sales process where a sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment is typically known as the "Confirm" stage. During this phase, the sales rep seeks to ensure that the proposal meets the prospect's needs and expectations, and that there is a mutual understanding of the value the solution offers. This step is crucial for moving towards closing the sale, as it involves resolving any outstanding questions or concerns and solidifying the prospect's commitment to proceeding. Salesforce outlines various stages in the sales process, and the confirmation stage is critical for validating that both parties are aligned before finalizing the deal.

Reference: Salesforce Sales Cloud - Sales Process

NEW QUESTION # 19

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 determine if the customer needs have changed**
- C. To see if new decision makers are available

Answer: B

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>

NEW QUESTION # 20

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

Answer: A

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 # 21

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