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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 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.

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Salesforce Certified Sales Foundations Sample Questions (Q13-Q18):

NEW QUESTION # 13

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

Answer: A

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 # 14

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

- A. Approved budget, authority, business need, and timing
- B. Location, number of employees, and market segment
- C. Social media presence, website design, and customer reviews

Answer: A

Explanation:

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 15

A company uses the BANT model for sales qualification.

What does BANT indicate to sales representatives?

- A. The proposed approach meets the criteria of being Bold, Ambitious, Noteworthy, and Thorough.

- B. The prospective contact has Budget and Authority to buy, has Need for the product, and the Timing is right.
- C. The deal is Beneficial, Acceptable to line management, Narrow in scope, and commercially Tight for sound legal management.

Answer: B

Explanation:

BANT is a sales qualification model that stands for Budget, Authority, Need, and Timing. It helps sales representatives identify and prioritize the most qualified prospects based on four key criteria:

- * Budget: The prospect has the financial resources to purchase the product or service.
- * Authority: The prospect has the decision-making power or influence to approve the purchase.
- * Need: The prospect has a specific problem or pain point that the product or service can solve.
- * Timing: The prospect has a clear timeline or urgency to buy the product or service. BANT helps sales representatives focus on the most promising opportunities, avoid wasting time on unqualified leads, and align their sales process with the customer's buying journey. References: [Cert Prep: Salesforce Certified Sales Representative: Qualify Leads], [Sales Rep Training: Qualify Leads]

NEW QUESTION # 16

A sales representative is working with a new customer who has provided an abundance of information about their company's goals and objectives.

Which challenge could the sales rep encounter when developing the scope of a sales solution?

- A. Difficulty understanding the customer's pain points
- B. Available discounts and payment terms to offer to the customer
- C. The customer's lack of product knowledge

Answer: B

Explanation:

A challenge that the sales rep could encounter when developing the scope of a sales solution for a new customer who has provided an abundance of information about their company's goals and objectives is the available discounts and payment terms to offer to the customer. The sales rep needs to balance the customer's budget and expectations with the company's profitability and policies. The sales rep also needs to consider the competitive landscape, the value proposition, and the customer's decision criteria. The sales rep should consult with their manager or team to determine the best pricing strategy and negotiation tactics for the deal. References: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

NEW QUESTION # 17

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

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

Answer: C

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

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