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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.
Topic 4	<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 5	<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.
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>> Sales-101 Exam Sample Questions <<

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Salesforce Certified Sales Foundations Sample Questions (Q46-Q51):

NEW QUESTION # 46

How does a sales representative determine if a customer might be a valid prospect for the product?

- A. Understand the customer's pain points and what they attempted in the past that was unsuccessful.
- B. Uncover what the customer is planning to do and the executive staff's purchasing preferences.
- C. Review the customer's website and tell the prospect that the product will solve their problems.

Answer: A

Explanation:

Understanding the customer's pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer's needs, challenges, goals, and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value. References:

<https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 47

A junior sales representative is trying to develop relationships with customers in an industry that is changing rapidly. In addition, the number of channels to engage with customers has increased.

How can the sales rep identify the most effective way to communicate with new and existing customers?

- A. Continue using methods that have worked in the past.
- B. Collaborate with internal departments.
- C. Follow standard sales scripts.

Answer: B

Explanation:

In an industry that's rapidly changing and with increasing channels to engage customers, a junior sales representative can identify the most effective communication methods by collaborating with internal departments. Teams such as marketing, customer service, and others who interact with customers can provide insights into customer preferences and effective communication strategies. This collaborative approach allows for a broader understanding of customer behaviors and trends, leading to more tailored and effective engagement strategies. Salesforce encourages cross-departmental collaboration to leverage diverse insights and expertise, enhancing customer engagement efforts.

Reference: Salesforce Blog - Collaborative Selling

NEW QUESTION # 48

After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer.

How should the sales rep build credibility with the prospect to better their chances of a successful pitch?

- A. Base the pitch on what the prospect has explicitly told them in previous conversations.
- **B. Base the pitch on discovery research into the prospect's customers' challenges.**
- C. Base the pitch on the sales rep's company's proven, most successful product lines.

Answer: B

Explanation:

Basing the pitch on discovery research into the prospect's customers' challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework, understands the prospect's business and market situation, and can provide solutions that can help them serve their customers better. References: <https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips>

NEW QUESTION # 49

Before a sales representative can close a deal, they are providing the deadlines, payment schedule agreement, and requirements of the engagement.

Which document is the sales rep preparing to finalize this deal?

- **A. Statement of work**
- B. Master service agreement
- C. New order form

Answer: A

Explanation:

A statement of work is a document that the sales rep prepares to finalize a deal with the customer. A statement of work defines the scope, deliverables, timeline, and terms of the engagement between the sales rep's company and the customer. A statement of work helps to clarify expectations, responsibilities, and obligations for both parties, as well as to prevent any misunderstandings or disputes. References: <https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition>

NEW QUESTION # 50

A sales representative wants to gain access to new buyers by leveraging people who are loyal to them, likely to recommend their solution, and well respected in their organization.

Which type of customer does the sales rep want to target?

- **A. Champion**
- B. Supportive
- C. Favorable

Answer: A

Explanation:

A champion is a type of customer who is loyal to the sales rep, likely to recommend their solution, and well respected in their organization. A champion can help the sales rep gain access to new buyers by influencing their decision-making process, providing referrals and testimonials, and advocating for the solution within their organization. References: <https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition>

NEW QUESTION # 51

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