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Salesforce Certified Sales Foundations Sample Questions (Q109-Q114):

NEW QUESTION # 109

A sales representative is asked by their sales manager to lead a cold-calling campaign. Where can the sales rep start?

- A. Enter prospect leads into an auto dialer.
- **B. Gather prospect contact information.**
- C. Identify prospect pain points.

Answer: B

Explanation:

Gathering prospect contact information is the best place to start for a sales representative whois asked to lead a cold-calling

campaign, because it is the first step in identifying and reaching out to potential customers. The sales rep should use various sources and methods to find the names, phone numbers, email addresses, and other relevant details of the prospects who match their ideal customer profile. The sales rep should also verify and update the contact information regularly, and track the results of their calls. Identifying prospect pain points or entering prospect leads into an auto dialer are not the best answers, because they are not the first steps in a cold-calling campaign. Identifying prospect pain points is something that the sales rep should do during or after the call, by asking open-ended questions and listening to the prospect's needs and challenges. Entering prospect leads into an auto dialer is a tool that the sales rep can use to automate and streamline their calling process, but it requires having the prospect contact information first. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 110

Which first step should a sales representative take to gain insight on potential customers?

- A. Conduct stakeholder interviews.
- **B. Analyze data about customers.**
- C. Create customer success plans.

Answer: B

Explanation:

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

NEW QUESTION # 111

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started. What is one benefit of cold calling?

- **A. Phone calls provide immediate feedback whether the lead is worth pursuing.**
- B. Phone calls are a quicker and more scalable method of contact.
- C. Key decision makers usually respond more readily to phone calls.

Answer: A

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 112

A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.

What is the first step to building trust with these stakeholders?

- **A. Set up an introductory meeting and explain the reason for the transition.**
- B. Review records the previous rep left to understand the needs of the stakeholders.
- C. Use a multi-channel approach to present an update on current product offerings.

Answer: A

Explanation:

The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

NEW QUESTION # 113

A sales representative has a customer who is indecisive about the proposed solution and hesitant to close the contract. How should the sales rep convince the customer to find the solution invaluable and close the contract?

- **A. Extend a free trial.**
- B. Offer promotional discounts.
- C. Bundle additional products.

Answer: A

Explanation:

Offering promotional discounts is a way to convince an indecisive customer to find the solution invaluable and close the contract by creating a sense of urgency, exclusivity, and reciprocity. Promotional discounts can motivate the customer to act quickly before they miss out on a good deal, as well as make them feel special and appreciated for choosing your solution. References: <https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples> Extending a free trial is a good way to convince an indecisive customer to close the contract, as it allows them to experience the value of the solution firsthand and overcome any doubts or objections. A free trial also creates a sense of urgency and scarcity, as the customer knows that they have a limited time to take advantage of the offer. By extending a free trial, the sales rep can demonstrate confidence in the solution and show the customer that they are willing to accommodate their needs and preferences. References:
* Turn Undecided Customers into Successful Sales - Upnify, section "Offer guarantees and flexible policies".
* How to Handle Indecisive Customers? - Bitrix24, section "Offer a free trial or a money-back guarantee".

NEW QUESTION # 114

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