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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">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 3	<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 4	<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 5	<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.

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Salesforce Certified Sales Foundations Sample Questions (Q61-Q66):

NEW QUESTION # 61

A sales representative wants to highlight a customer's return on their investment. Which type of analysis should the sales rep use to show this?

- A. Root cause analysis
- B. Cost benefit analysis
- C. SWOT analysis

Answer: B

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

- * Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".
- * Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".
- * How to calculate your Return on Customer Investment.

NEW QUESTION # 62

Which behavior should a sales representative display to establish credibility with a customer?

- A. Reiterate product info when there is hesitancy to move forward.
- B. Review the proposal and potential discount structures.
- C. Be sincere and transparent, even if it means losing a sale.

Answer: C

Explanation:

Credibility is the quality of being trusted and believed in by the customer. A sales representative can establish credibility by being sincere and transparent, even if it means losing a sale. This shows that the sales rep is honest, ethical, and customer-centric, and that they value the customer's best interests over their own. Being sincere and transparent can also help the sales rep build rapport, loyalty, and referrals with the customer. The other options are not effective ways to establish credibility, as they may come across as manipulative, self-serving, or repetitive. References:

- * Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"
- * [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 63

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 # 64

A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without providing much detail.

What should the sales rep do to uncover why the customer is delaying the decision?

- A. Highlight the benefits of the product to the customer.
- B. Discuss the customer's concerns with their internal team
- C. Ask pointed questions to identify customer interests.

Answer: C

Explanation:

Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue. Pointed questions help to get to the core of the customer's hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action.

Reference: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 65

Which aspects of a prospect's buying culture and climate should a sales representative consider as part of the qualification process?

- A. Preferred communication channels, time zone, and office hours
- B. Standard billing terms, legal authority, and payment methods
- C. Decision-making process, urgency for change, and openness to new solutions

Answer: C

Explanation:

In the qualification process, a sales representative should consider aspects of a prospect's buying culture and climate such as the decision-making process, urgency for change, and openness to new solutions.

Understanding these elements helps the sales rep tailor their approach to align with the prospect's priorities and decision-making dynamics. Knowing who is involved in the decision-making, how urgent the need for a solution is, and how receptive the organization is to adopting new technologies or approaches can significantly impact the strategy for engaging with the prospect and ultimately, the success of the sale.

Salesforce advocates for a thorough qualification process that includes assessing these factors to better understand the prospect's needs and how to effectively address them.

Reference: Salesforce Blog - Understanding Customer Needs

NEW QUESTION # 66

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