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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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 4	• 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.

Salesforce Certified Sales Foundations Sample Questions (Q44-Q49):

NEW QUESTION # 44
During a sales cycle, a sales representative may be required to handle objections from the customer to close the deal.
What is an effective way to handle an objection?

- A. Propose an alternative product.
- B. Ask questions to characterize the issue.
- C. Offer friendlier terms and a lower price.

Answer: B

Explanation:
Asking questions to characterize the issue is an effective way to handle an objection from the customer.
Asking questions helps to understand the root cause, scope, and impact of the objection, as well as to show empathy and respect for the customer's concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objection.References:
https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling

NEW QUESTION # 45
A customer experiences issues with a product after the sale is complete. The sales representative and service team were not able to resolve the issue.
What is the best course of action in this scenario?

- A. Acknowledge the issue and explain to the customer that service is responsible for fixing it.
- B. Highlight that all procedural processes have been completed and there is nothing more they can do until more details are known.
- C. Escalate the issue to higher-level stakeholders and work collaboratively to find a solution.

Answer: C

Explanation:
When a customer experiences issues with a product after the sale is complete, the sales representative should not pass the responsibility to the service team, nor should they give up on finding a solution. Instead, the sales representative should escalate the issue to higher-level stakeholders, such as managers, executives, or product experts, and work collaboratively with them and the service team to find a solution that satisfies the customer.
This shows the customer that the sales representative cares about their success and is willing to go the extra mile to resolve the issue.

References: [Sales Rep Training: Handle Customer Issues], [Cert Prep: Salesforce Certified Sales Representative: Service and Support]

NEW QUESTION # 46

A sales representative is negotiating with a customer to renew their agreement. Historically, the customer has been unwilling to purchase additional products due to cost concerns.
Which type of strategy should the sales rep use?

- A. Bundle pricing
- B. Competitor-based pricing
- C. Price skimming

Answer: A

Explanation:
A type of strategy that the sales rep should use when negotiating with a customer who has been unwilling to purchase additional products due to cost concerns is bundle pricing. Bundle pricing is a pricing strategy that involves offering a set of products or services together at a lower price than if they were sold separately.
Bundle pricing can help the sales rep to increase the perceived value of the solution, cross-sell or upsell additional products or services, and differentiate from competitors. Bundle pricing can also help the customer to save money, simplify the purchase decision, and meet their needs more effectively. References: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

NEW QUESTION # 47

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer. What should the sales rep use to build their business case?

- A. Value map
- B. Feature list
- C. Contract review

Answer: A

Explanation:
A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer.
A value map shows how the solution aligns with the customer's strategic objectives, key performance indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer. References: https://www.salesforce.com/resources /articles/value-selling/#value-selling-tools

NEW QUESTION # 48

A sales representative is having a difficult time identifying the root cause of their customer's issue. The sales rep knows they need to first acknowledge the customer's experience and perspective.
What is the recommended action the sales rep should take next?

- A. Provide a product demo.
- B. Make recommendations.
- C. Show empathy.

Answer: C

Explanation:
When faced with a customer issue and after acknowledging the customer's experience, the recommended next step for a sales representative is to show empathy. Empathy involves understanding and sharing the feelings of another, which in this context means recognizing the impact of the issue on the customer and conveying genuine concern. This approach helps build a rapport and trust with the customer, demonstrating that the sales rep is not just focused on a transaction but cares about the customer's overall experience and success.
Salesforce emphasizes the importance of empathy in customer interactions as a way to strengthen relationships and foster loyalty.

Reference:Salesforce Blog - Empathy in Sales

NEW QUESTION # 49
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