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Salesforce Certified Sales Foundations Sample Questions (Q52-Q57):

NEW QUESTION # 52

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

Answer: A

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 # 53

After a salesrepresentative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Ask questions to determine if they can get the deal back on track.
- B. Stand by the solution and point out their misunderstanding
- C. Compare risks and benefits using features, advantages, and benefits (FAB).

Answer: A

Explanation:

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections.

References:<https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

NEW QUESTION # 54

What is the primary benefit of team selling at a key account?

- A. Reduces the workload for individual sales representatives
- B. Provides the customer with multiple points of contact
- C. Leverages collective expertise to meet customer expectations

Answer: C

Explanation:

Team selling is a strategy of using a group of salespeople with different skills and expertise to sell to and serve major accounts. The primary benefit of team selling at a key account is that it leverages the collective expertise of the team members to meet the customer's expectations and needs. Team selling can help create value for the customer by providing customized solutions, addressing complex problems, and delivering superior service. Team selling can also help build trust and loyalty with the customer by demonstrating commitment, collaboration, and professionalism. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"

* Team Selling: The Secret Weapon in Major Accounts

NEW QUESTION # 55

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 # 56

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer. What are these instructions known as?

- A. Standard engagement steps
- **B. Standard operating procedures**
- C. Fulfillment procedures

Answer: B

Explanation:

Standard operating procedures (SOPs) are detailed instructions that describe how to perform a specific task or process. SOPs help to ensure consistency, quality, and compliance in fulfilling orders for different customers.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 57

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