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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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.

Salesforce Certified Sales Foundations Sample Questions (Q25-Q30):

NEW QUESTION # 25

A sales representative is using a creative problem-solving process to help their customer uncover breakthrough solutions. What is the name of this approach?

- A. Design thinking**
- B. Agile methodology
- C. Linear sales

Answer: A

Explanation:

Design thinking is a creative problem-solving process that involves understanding the customer's needs, challenges, and goals, and generating innovative solutions that address them. Design thinking is based on five stages: empathize, define, ideate, prototype, and test. By using design thinking, sales representatives can help their customers discover new possibilities, overcome obstacles, and create value. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Use Design Thinking to Solve Customer Problems".

* What is Design Thinking? - updated 2024 | IxDF

* Design thinking, explained | MIT Sloan

NEW QUESTION # 26

Why is collaborating with departments such as marketing and service crucial to generating a new pipeline?

- A. To avoid competing for the best leads
- B. To leverage additional expertise and resources**
- C. To expand and improve networking skills

Answer: B

Explanation:

Leveraging additional expertise and resources is why collaborating with departments such as marketing and service is crucial to generating a new pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Collaborating with marketing and service helps to access their knowledge, skills, and tools that can help the sales rep generate more leads, nurture more prospects, and close more deals.

NEW QUESTION # 27

A sales representative has a prospect who is in discussions with multiple vendors about competing products.

The sales rep is concerned the prospect might not remember the valuable benefits of the solution.

Which closure practice should the sales rep use to gain a commitment with this prospect?

- A. Takeaway
- **B. Summary**
- C. Assumptive

Answer: B

Explanation:

A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the value proposition of the solution, highlighting how it addresses the prospect's pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action. References: <https://www.salesforce.com/resources/articles/sales-process/#close>

NEW QUESTION # 28

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

- A. Social media presence, website design, and customer reviews
- B. Location, number of employees, and market segment
- **C. Approved budget, authority, business need, and timing**

Answer: C

Explanation:

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 29

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. Connect
- B. Collaborate
- **C. Confirm**

Answer: C

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 # 30

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