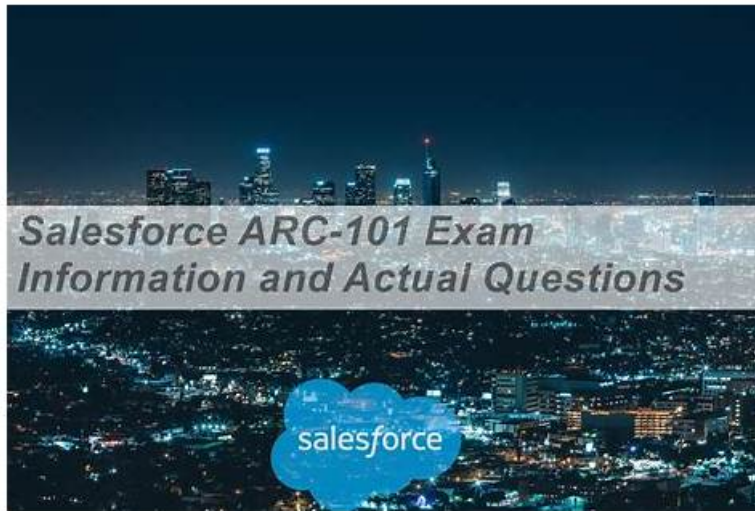


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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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">• 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.

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Salesforce Certified Sales Foundations Sample Questions (Q88-Q93):

NEW QUESTION # 88

A sales representative wants to prioritize their leads based on the likelihood to buy. Which leads should be given the highest priority?

- A. Marketing-qualified
- B. New-unqualified
- C. Sales-qualified

Answer: C

Explanation:

Sales-qualified leads are leads that have been vetted by both marketing and sales teams and have expressed a clear interest in buying. They have gone through the stages of lead generation, lead nurturing, and lead qualification, and have met the criteria for being ready to buy. Sales-qualified leads should be given the highest priority, as they are the most likely to convert into customers and generate revenue. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Sales Strategy and Planning".

* The Ultimate Guide to Lead Prioritization, section "Focus on inbound leads".

NEW QUESTION # 89

How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Four business days
- B. Two business days
- C. Twenty-five business days

Answer: B

Explanation:

https://help.salesforce.com/s/articleView?id=sf.hvs_cadences_examples.htm&type=5

NEW QUESTION # 90

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 # 91

A sales representative recently closed a deal and wants to measure how likely the customer would be to recommend the product. Which measurement should the sales rep use?

- A. Net Promoter Score (NPS)
- B. Customer Engagement Score (CES)

- C. Customer Satisfaction Survey (CSAT)

Answer: A

Explanation:

Net Promoter Score (NPS) is a metric that evaluates the loyalty and satisfaction of customers based on how likely they are to recommend a product or service to others. It is calculated by asking customers one question:

"On a scale from 0 to 10, how likely are you to recommend this product/service to a friend or colleague?" Customers who respond with a 9 or 10 are considered promoters, customers who respond with a 7 or 8 are considered passives, and customers who respond with a 6 or lower are considered detractors. The NPS is then calculated by subtracting the percentage of detractors from the percentage of promoters. NPS can help sales reps identify their most enthusiastic and loyal customers, as well as those who are at risk of churn or dissatisfaction. NPS can also help sales reps generate referrals, testimonials, and reviews from their promoters, as well as improve their products and services based on the feedback from their detractors and passives. References:

- * What is Net Promoter Score (NPS)? How to Calculate & Interpret - Hotjar
- * Net Promoter Score (NPS): The Ultimate Guide - Qualtrics
- * What is Net Promoter Score (NPS)| Definition and Examples - ProductPlan

NEW QUESTION # 92

Why is it important for a sales representative to follow their company's sales methodology?

- **A. Creates consistent vision across sellers**
- B. Develops a better pipeline for growth
- C. Understands different approaches for achieving the same goal

Answer: A

Explanation:

Following the company's sales methodology is important because it creates a consistent vision across sellers.

A unified sales approach ensures that all sales representatives understand and adhere to the same principles, strategies, and goals. This consistency helps in delivering a uniform customer experience, aligning sales efforts with the company's objectives, and facilitating collaboration among team members. Salesforce highlights the significance of a structured sales methodology to streamline sales processes, improve efficiency, and achieve better sales outcomes.

Reference: Salesforce Blog - Sales Methodology

NEW QUESTION # 93

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