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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.

Salesforce Certified Sales Foundations Sample Questions (Q82-Q87):

NEW QUESTION # 82

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. Summary
- B. Takeaway
- C. Assumptive

Answer: A

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 # 83

A prospect visited a company's website and completed a form expressing interest in a product. What should a sales rep focus on when qualifying the prospect?

- A. Product features
- B. Marketing goals
- C. Customer needs

Answer: C

Explanation:

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 84

How should a sales representative identify and generate new additions to the pipeline?

- A. Conduct product demos.
- B. Attend industry conferences.
- C. Provide customer support.

Answer: B

Explanation:

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

NEW QUESTION # 85

How does a sales representative determine if a customer might be a valid prospect for the product?

- **A. Understand the customer's pain points and what they attempted in the past that was unsuccessful.**
- B. Uncover what the customer is planning to do and the executive staff's purchasing preferences.
- C. Review the customer's website and tell the prospect that the product will solve their problems.

Answer: A

Explanation:

Understanding the customer's pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer's needs, challenges, goals, and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value. References:

<https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 86

A sales representative is challenged by a customer with a competitor's product and features. Which skill does the sales rep need to address this challenge?

- A. Forecasting
- B. Sales acumen
- **C. Product knowledge**

Answer: C

Explanation:

Product knowledge is the skill that the sales rep needs to address this challenge, because it enables the sales rep to confidently and convincingly explain how their product is superior to the competitor's product, and how it can better solve the customer's needs and challenges. The sales rep should be able to highlight the unique features and benefits of their product, and differentiate it from the competitor's product in terms of value, quality, and performance. Sales acumen and forecasting are not the best answers, because they are not directly related to the challenge of dealing with a customer who is comparing products. Sales acumen is the ability to understand the sales process and the customer's behavior, and apply the best strategies and techniques to close the deal. Forecasting is the ability to predict the future sales outcomes based on the current pipeline and historical data. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 87

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