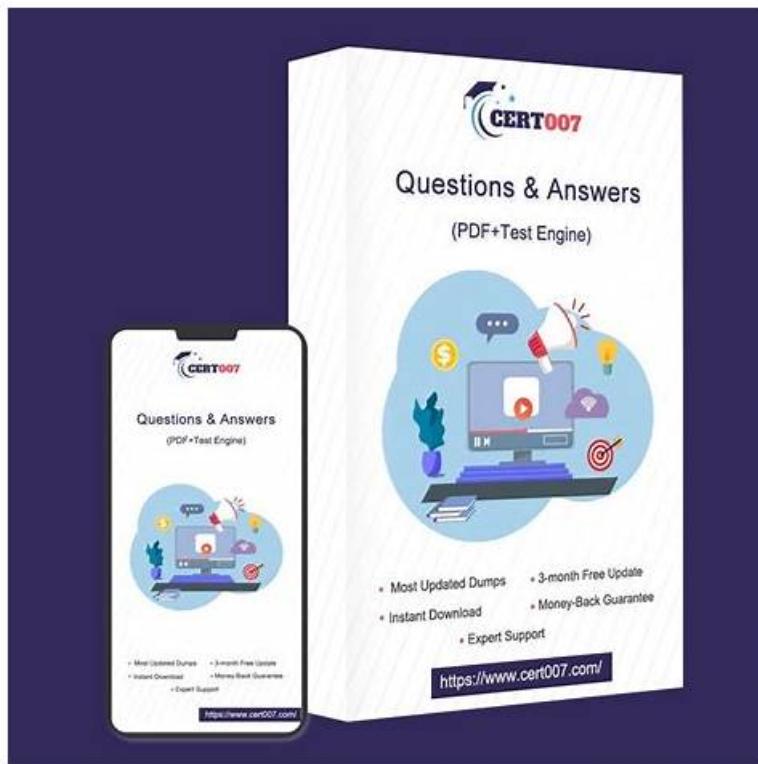


Latest Sales-101 Test Guide & Sales-101 Valid Test Testking



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Customer Engagement: This section of the exam measures skills of Sales Representatives and focuses on building credibility through thought leadership, using multiple touchpoints to generate interest, and aligning solutions with customer needs. It also highlights the importance of nurturing relationships and driving product adoption for maximum value.
Topic 2	<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.
Topic 3	<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 4	<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 5	<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.
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Sales-101 Valid Test Testking - Reliable Sales-101 Study Plan

Passing the Salesforce Certified Sales Foundations certification test is an important step in professional development, and preparing with actual Salesforce Certified Sales Foundations exam questions can help applicants achieve this certification. The Sales-101 Study Material promotes an organized approach to studying, aid applicants in identifying areas for development, build confidence and reduces exam anxiety. PDFBraindumps has created three formats for applicants to pass the Salesforce Certified Sales Foundations test on the first try.

Salesforce Certified Sales Foundations Sample Questions (Q66-Q71):

NEW QUESTION # 66

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

- A. Phone calls are a quicker and more scalable method of contact.
- B. Key decision makers usually respond more readily to phone calls.
- C. Phone calls provide immediate feedback whether the lead is worth pursuing.

Answer: C

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively.

References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 67

A sales representative wants to highlight a customer's return on their investment.

Which type of analysis should the sales rep use to show this?

- A. SWOT analysis
- B. Root cause analysis
- C. Cost benefit analysis

Answer: C

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".

* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

* How to calculate your Return on Customer Investment.

NEW QUESTION # 68

A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.

What is the first step to building trust with these stakeholders?

- A. Use a multi-channel approach to present an update on current product offerings.
- B. Review records the previous rep left to understand the needs of the stakeholders.
- C. Set up an introductory meeting and explain the reason for the transition.

Answer: C

Explanation:

The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

NEW QUESTION # 69

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

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 # 70

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

- A. Fulfilment procedures
- B. Standard engagement steps
- C. Standard operating procedures

Answer: C

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 # 71

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