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Salesforce Sales-101 考試大綱：

主題	簡介
主題 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.
主題 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.
主題 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.

- 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.

最新的 Sales Professional Sales-101 免費考試真題 (Q54-Q59):

問題 #54

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. People
- B. Industry
- C. Business

答案: A

解題說明:

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, endusers, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

問題 #55

A sales representative identifies a strong business case for a customer and hosts a demo to show them potential offerings and solutions.

What is the next sales pipeline stage the sales rep should enter to summarize and address the potential customer's needs?

- A. Proposal
- B. Prospecting
- C. Lead Qualification

答案: A

解題說明:

According to the Salesforce Sales Representative Learning objectives, the proposal stage is the next step after the demo stage, where the sales rep should summarize the customer's needs, present the value proposition, and address any objections or concerns. The proposal stage is also where the sales rep should negotiate the terms and conditions of the deal, and ask for the customer's commitment to buy. References:

* Sales Rep Training: Create Effective Selling Habits

* Sales Pipeline Stages: A Visual Guide

問題 #56

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle.

Which strategy helps minimize price challenges?

- A. Showing a competitor pricing matrix during the meeting.
- B. Presenting a discount at the beginning of the conversation.
- C. Building in value-based conversation from the beginning.

答案: C

解題說明:

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation involves asking open-ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

/resources/articles/value-selling/#value-selling-tips

問題 #57

What measure will yield the most actionable information about an organization's territory model success?

- A. Organization-defined key metric
- B. Annualized Contract Value
- C. Pipeline

答案： A

解題說明：

An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. References: <https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics>

問題 #58

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

答案： A

解題說明：

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]

問題 #59

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