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## Salesforce Certified Sales Foundations Sample Questions (Q84-Q89):

### NEW QUESTION # 84

A sales representative receives an objection and encourages the customer to elaborate on their hesitation and responses. Which type of questions are they leveraging?

- A. Clarifying
- B. Change
- C. Confirming

**Answer: A**

Explanation:

Clarifying questions are the type of questions that the sales rep is leveraging when they encourage the customer to elaborate on their hesitation and responses. Clarifying questions are questions that help to understand, verify, or confirm the information or meaning of what the customer says. Clarifying questions help to avoid confusion, misunderstanding, or miscommunication, as well as to provide relevant information or solutions. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

#### NEW QUESTION # 85

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

- A. Encourage the customer to purchase additional products.
- **B. Add the customer to an educational marketing campaign.**
- C. Offer a comprehensive demo of the products to the customer.

**Answer: B**

Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore their needs and challenges for potential additional solutions. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

#### NEW QUESTION # 86

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- **A. Whether the lead has sufficient buying power**
- B. Whether the lead is engaged in the sales process
- C. Whether the lead is based within their region

**Answer: A**

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

#### NEW QUESTION # 87

After a successful sale of their latest software product, a sales representative wants to nurture their long-term relationship with the customer by driving product adoption.

What success metric for product adoption can the sales rep use?

- A. Number of users assigned a license
- **B. User login rates**
- C. Session duration

**Answer: B**

Explanation:

User login rates are a valuable success metric for product adoption, as they indicate the frequency and regularity with which customers are engaging with the software. High login rates typically suggest that users find the product valuable and are integrating it into their daily workflows. Salesforce advocates monitoring engagement metrics like login rates to gauge product adoption and to identify opportunities for further customer support and training, ensuring customers derive maximum value from their products. Reference: Salesforce Help - Adoption Metrics

#### NEW QUESTION # 88

A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without

providing much detail.

What should the sales rep do to uncover why the customer is delaying the decision?

- A. Highlight the benefits of the product to the customer.
- B. Discuss the customer's concerns with their internal team.
- C. Ask pointed questions to identify customer interests.

**Answer: C**

Explanation:

Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue. Pointed questions help to get to the core of the customer's hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action.

References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

## NEW QUESTION # 89

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