

Sales-101テスト模擬問題集 & Sales-101最新知識



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Salesforce Sales-101 認定試験の出題範囲:

トピック	出題範囲
トピック 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.
トピック 2	<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.
トピック 3	<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.
トピック 4	<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.
トピック 5	<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.

>> Sales-101テスト模擬問題集 <<

効果的なSales-101テスト模擬問題集一回合格-高品質なSales-101最新知識

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Salesforce Certified Sales Foundations 認定 Sales-101 試験問題 (Q124-Q129):

質問 # 124

What is a prerequisite for preparing an initial proposal that will bring value to the prospect?

- A. Use a template to create a framework.
- B. Provide as much technical information as possible.
- C. Discover their businessneeds.

正解: C

解説:

A prerequisite for preparing an initial proposal that will bring value to the prospect is to discover their business needs. This involves asking open-ended questions, listening actively, and using whiteboarding or other techniques to explore and understand the prospect's situation, goals, challenges, and pain points. By discovering their business needs, the sales representative can tailor the proposal to address the specific problems or opportunities that the prospect is facing, and to demonstrate how the solution can deliver value and benefits to the prospect. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

質問 # 125

A sales representative is using a creative problem-solving process to help their customer uncover breakthrough solutions. What is the name of this approach?

- A. Linear sales
- B. Agile methodology
- C. Design thinking

正解: C

解説:

Design thinking is a creative problem-solving process that involves understanding the customer's needs, challenges, and goals, and generating innovative solutions that address them. Design thinking is based on five stages: empathize, define, ideate, prototype, and test. By using design thinking, sales representatives can help their customers discover new possibilities, overcome obstacles, and create value. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Use Design Thinking to Solve Customer Problems".

* What is Design Thinking? - updated 2024 | IxDF

* Design thinking, explained | MIT Sloan

質問 # 126

A sales representative is working with a new customer who has provided an abundance of information about their company's goals and objectives. Which challenge could the sales rep encounter when developing the scope of a sales solution?

- A. The customer's lack of product knowledge
- B. Difficulty understanding the customer's pain points
- C. Available discounts and payment terms to offer to the customer

正解: C

解説:

A challenge that the sales rep could encounter when developing the scope of a sales solution for a new customer who has provided an abundance of information about their company's goals and objectives is the available discounts and payment terms to offer to the customer. The sales rep needs to balance the customer's budget and expectations with the company's profitability and policies. The sales rep also needs to consider the competitive landscape, the value proposition, and the customer's decision criteria. The sales rep should consult with their manager or team to determine the best pricing strategy and negotiation tactics for the deal. References: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

質問 # 127

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. Confirming
- B. Change
- C. Clarifying

正解: C

解説:

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>

質問 # 128

A sales representative is trying to engage a prospect who is unresponsive to cold calls.

Which approach can the sales rep take as an alternative to build interest and align on why a solution meets the prospect's needs?

- A. Try calling the prospect at different times.
- B. Pause engagement and follow up at another time.
- C. Engage the prospect through different channels.

正解: C

解説:

If a prospect is unresponsive to cold calls, the sales rep can take an alternative approach to build interest and align on why a solution meets the prospect's needs by engaging the prospect through different channels.

Different channels can include email, social media, text, video, or webinars. By using different channels, the sales rep can increase the chances of reaching the prospect, capture their attention, and provide relevant and personalized messages that showcase the value of the solution. The sales rep should also research the prospect's preferences, needs, and pain points, and use a multi-touch strategy to nurture the relationship and move the prospect along the sales cycle. References: [Sales Rep Training: Generate Leads], [Cert Prep: Salesforce Certified Sales Representative: Generate Leads]

質問 # 129

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Sales-101最新知識: <https://www.xhs1991.com/Sales-101.html>

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