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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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.
Topic 3	<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 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.

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Salesforce Certified Sales Foundations Sample Questions (Q40-Q45):

NEW QUESTION # 40

Which sales quota measurement focuses on the end result rather than the relationship with the customer?

- A. Onsite visits
- B. Calls made
- C. Leadconversion rate

Answer: C

Explanation:

A sales quota is a target or goal that a sales representative or a sales team is expected to achieve within a given period of time. Sales quotas can be measured by different criteria, such as revenue, profit, units sold, market share, or customer satisfaction. A lead conversion rate is the percentage of leads that become customers. This is a sales quota measurement that focuses on the end result rather than the relationship with the customer, as it reflects the final outcome of the sales process. The other options are sales quota measurements that focus on the relationship with the customer, as they reflect the activities and interactions that the sales representative or the sales team performs to engage and nurture the leads. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"

* [Sales Rep Training], unit "Create Effective Selling Habits"

* Salesforce Certified Sales Representative Exam Guide, section "Assess Risks and Opportunities"

NEW QUESTION # 41

How can a sales representative begin a confirming question?

- A. "Tell me more about..."
- B. "What I hear you saying is..."
- C. "What do you mean when..."

Answer: B

Explanation:

"What I hear you saying is..." is a way to begin a confirming question. A confirming question is a question that helps to verify or validate what the customer says or means. A confirming question helps to show understanding, empathy, and respect for the customer's concerns, as well as to avoid confusion, misunderstanding, or miscommunication. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 42

What can help a sales representative frame a solution around a customer's business challenges?

- A. Offering the lowest price possible
- B. Addressing the customer's pain points
- C. Focusing on their personal sales targets

Answer: B

Explanation:

A sales representative can frame a solution around a customer's business challenges by addressing the customer's pain points. Pain points are the specific problems or issues that the customer is facing or wants to avoid. By understanding the customer's pain points, the sales representative can tailor the solution to meet the customer's needs and goals, and demonstrate how the solution can solve

the customer's problems or prevent them from occurring. Addressing the customer's pain points also helps the sales representative to build trust and rapport, and to show the value and benefits of the solution. References: [Sales Rep Training: Present Solutions], [Cert Prep: Salesforce Certified Sales Representative: Present Solutions]

NEW QUESTION # 43

A sales representative just closed a deal and wants to make sure the customer is set up for success. How can the sales rep ensure the customer has a great experience with the product?

- A. Recommend additional products and services.
- B. Share other customer success stories.
- **C. Provide timely support and training.**

Answer: C

Explanation:

Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product. Support and training help the customer to use the product effectively, efficiently, and confidently, as well as to troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer. References: <https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips>

NEW QUESTION # 44

A sales representative conducts research with their customer and gains insights for developing a value proposition to solve their customer's challenges.

How should the sales rep introduce their value proposition to their customer?

- A. Unveil the value proposition to the customer after it is finalized.
- **B. Make a draft of the value proposition and seek customer feedback.**
- C. Collaborate internally to iterate on the value proposition for the customer.

Answer: B

Explanation:

Making a draft of the value proposition and seeking customer feedback is the best way to introduce the value proposition to the customer, because it allows the sales rep to validate their assumptions, test their hypotheses, and refine their solution based on the customer's input. This also helps to build trust and rapport with the customer, and demonstrate that the sales rep is genuinely interested in solving their challenges. Collaborating internally to iterate on the value proposition for the customer is not a bad idea, but it does not involve the customer in the process, and may result in a solution that does not match the customer's needs or expectations. Unveiling the value proposition to the customer after it is finalized is a risky strategy, because it may surprise or disappoint the customer, and leave no room for adjustments or negotiations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 45

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As we all know, respect and power is gained through knowledge or skill. The society will never welcome lazy people. Do not satisfy what you have owned. Challenge some fresh and meaningful things, and when you complete Sales-101 exam, you will find you have reached a broader place where you have never reach. There must be one that suits you best. Your life will become more meaningful because of your new change, and our Sales-101 question torrents will be your first step.

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