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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 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.
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"> • 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.
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Salesforce Certified Sales Foundations Sample Questions (Q107-Q112):

NEW QUESTION # 107

How does understanding a customer's business strategies and goals help a sales representative scope a solution?

- A. Tailors the sales pitch and offers to align with the customers objectives
- B. Allows the sales rep to move on to their next deal more quickly
- C. Helps predict if the opportunity will close in the current quarter

Answer: A

Explanation:

Tailoring the sales pitch and offers to align with the customer's objectives is how understanding a customer's business strategies and goals helps a sales rep scope a solution. Scoping a solution means defining and presenting the features, benefits, and value of the product that can address the customer's pain points and needs. Tailoring the sales pitch and offers helps to show how the solution can help the customer achieve their desired outcomes, as well as to differentiate it from competitors. References: <https://www.salesforce.com/resources/articles/sales-process/#present>

NEW QUESTION # 108

A sales representative is engaging in a discovery conversation with a prospect. Which approach should the sales rep take during this conversation?

- A. Ask open-ended questions to understand the prospect's challenges and goals.
- B. Present the history and innovation of their company in bringing new products to market.
- C. Share the information gathered from online research about the customer's company.

Answer: A

Explanation:

Asking open-ended questions to understand the prospect's challenges and goals is the approach that the sales rep should take during a discovery conversation with a prospect. A discovery conversation is a conversation that helps to uncover information about the prospect's situation, needs, pain points, and objectives. Asking open-ended questions is an effective way to elicit detailed and meaningful responses from the prospect, as well as to show interest and empathy for their challenges and goals.

NEW QUESTION # 109

Which first step should a sales representative take to gain insight on potential customers?

- A. Conduct stakeholder interviews.

- **B. Analyze data about customers.**
- C. Create customer success plans.

Answer: B

Explanation:

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

NEW QUESTION # 110

A junior sales representative is trying to develop relationships with customers in an industry that is changing rapidly. In addition, the number of channels to engage with customers has increased.

How can the sales rep identify the most effective way to communicate with new and existing customers?

- A. Continue using methods that have worked in the past.
- B. Follow standard sales scripts.
- **C. Collaborate with internal departments.**

Answer: C

Explanation:

In an industry that's rapidly changing and with increasing channels to engage customers, a junior sales representative can identify the most effective communication methods by collaborating with internal departments. Teams such as marketing, customer service, and others who interact with customers can provide insights into customer preferences and effective communication strategies. This collaborative approach allows for a broader understanding of customer behaviors and trends, leading to more tailored and effective engagement strategies. Salesforce encourages cross-departmental collaboration to leverage diverse insights and expertise, enhancing customer engagement efforts.

Reference: Salesforce Blog - Collaborative Selling

NEW QUESTION # 111

Which factor can the sales representative focus on to win the customer first and support their sales quota long term?

- **A. Customer experience**
- B. Product evangelism
- C. Maximizing opportunities

Answer: A

Explanation:

Customer experience is the factor that the sales representative can focus on to win the customer first and support their sales quota long term, because it is the sum of all the interactions and emotions that the customer has with the sales representative and the company throughout the sales cycle and beyond. A positive customer experience can lead to customer satisfaction, loyalty, retention, and advocacy, which can result in repeat purchases, referrals, and testimonials. Product evangelism and maximizing opportunities are not the best answers, because they are more focused on the sales representative's own goals and interests, rather than the customer's. Product evangelism is about promoting the product's features and benefits, but it may not address the customer's specific needs or challenges. Maximizing opportunities is about increasing the contract value or volume, but it may not align with the customer's budget or expectations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 112

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