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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.
Topic 4	<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.

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Salesforce Certified Sales Foundations Sample Questions (Q58-Q63):

NEW QUESTION # 58

A sales representative is looking for ways to engage with a prospect at a greenfield account on a digital platform. Which customer-centric approach should be used by the sales rep?

- A. Send an email with content links to a prospect.
- B. Upsell to a prospect at an existing account.
- C. Promote a prospect's content on social media.

Answer: C

Explanation:

Promoting a prospect's content on social media is a customer-centric approach that can be used by the sales rep to engage with a prospect at a greenfield account on a digital platform, because it shows that the sales rep is interested in the prospect's work and values their expertise. This can help to build rapport and trust with the prospect, and create an opportunity for further conversation and relationship building. Upselling to a prospect at an existing account or sending an email with content links to a prospect are not customer-centric approaches, because they are more focused on the sales rep's own goals and interests, rather than the prospect's. Upselling to a prospect at an existing account is not relevant to a greenfield account, which is a new account with no prior relationship or history with the sales rep or the company. Sending an email with content links to a prospect may be seen as spammy or intrusive, and may not capture the prospect's attention or interest. References: Certification - Sales Representative - Trailhead, Sales Rep Training: Customer Engagement - Trailhead

NEW QUESTION # 59

A customer's order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled. What should the sales representative check to fulfill the order through a different warehouse?

- A. Product inventory
- B. Pricing information
- C. Shipping time

Answer: A

Explanation:

Product inventory is what the sales rep should check to fulfill the order through a different warehouse.

Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 60

Why is it important for a sales representative to follow their company's sales methodology?

- A. Develops a better pipeline for growth
- B. Understands different approaches for achieving the same goal
- C. Creates consistent vision across sellers

Answer: C

Explanation:

Following the company's sales methodology is important because it creates a consistent vision across sellers.

A unified sales approach ensures that all sales representatives understand and adhere to the same principles, strategies, and goals.

This consistency helps in delivering a uniform customer experience, aligning sales efforts with the company's objectives, and facilitating collaboration among team members. Salesforce highlights the significance of a structured sales methodology to streamline sales processes, improve efficiency, and achieve better sales outcomes.

Reference: Salesforce Blog - Sales Methodology

NEW QUESTION # 61

After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer. How should the sales rep build credibility with the prospect to better their chances of a successful pitch?

- A. Base the pitch on discovery research into the prospect's customers' challenges.
- B. Base the pitch on the sales rep's company's proven, most successful product lines.
- C. Base the pitch on what the prospect has explicitly told them in previous conversations.

Answer: A

Explanation:

Basing the pitch on discovery research into the prospect's customers' challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework, understands the prospect's business and market situation, and can provide solutions that can help them serve their customers better. References: <https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips>

NEW QUESTION # 62

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

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

Answer: A

Explanation:

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]


















NEW QUESTION # 63

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