

Sales-101 Exam Cram Questions - Sales-101 Valid Test Papers



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">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 (Q122-Q127):

NEW QUESTION # 122

A sales representative plans to attend a large industry conference.

How can the sales rep ensure the largest return on investment for attending the conference?

- A. Attend as many networking events as possible.
- **B. Develop a targeted plan and coordinate a series of touchpoints.**
- C. Set up meet and greet opportunities with attendees.

Answer: B

Explanation:

Developing a targeted plan and coordinating a series of touchpoints is a way to ensure the largest return on investment for attending a conference by maximizing the opportunities to connect with potential prospects, customers, and partners. A targeted plan should include identifying the goals, audience, and message for the conference, as well as scheduling meetings, events, and follow-ups with key contacts. References: [https://www.](https://www.salesforce.com/resources/articles/sales-conference/#sales-conference-tips)

[salesforce.com/resources/articles/sales-conference/#sales-conference-tips](https://www.salesforce.com/resources/articles/sales-conference/#sales-conference-tips)

NEW QUESTION # 123

Before a sales representative can close a deal, they are providing the deadlines, payment schedule agreement, and requirements of the engagement.

Which document is the sales rep preparing to finalize this deal?

- A. Master service agreement
- **B. Statement of work**
- C. New order form

Answer: B

Explanation:

A statement of work is a document that the sales rep prepares to finalize a deal with the customer. A statement of work defines the scope, deliverables, timeline, and terms of the engagement between the sales rep's company and the customer. A statement of work helps to clarify expectations, responsibilities, and obligations for both parties, as well as to prevent any misunderstandings or disputes. References: [https://www.salesforce.](https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition)

[com/resources/articles/statement-of-work/#statement-of-work-definition](https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition)

NEW QUESTION # 124

When assigned a new sales territory, what is the first step to prioritizing selling efforts?

- A. Determine the physical location of each account.
- B. Determine the number of accounts and territory size.
- **C. Identify the territory's key accounts.**

Answer: C

Explanation:

The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision-makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory. References:

* Sales Rep Training: Prioritize Your Selling Efforts

* Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

NEW QUESTION # 125

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

- A. Lead conversion rate
- B. Onsite visits
- C. Calls made

Answer: A

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 # 126

A sales representative wants to improve the overall health of their pipeline.

Why is it important to take a strategic approach to prospecting?

- A. Increase the number of customer engagements.
- B. Improve efficiency and return on investment.
- C. Reduce non-selling administrative efforts.

Answer: B

Explanation:

Prospecting is the process of identifying and reaching out to potential customers who are likely to buy your product or service. Taking a strategic approach to prospecting means having a clear plan, criteria, and method for finding and qualifying prospects. This can help improve the overall health of the pipeline, as it ensures that the sales representative is focusing on the most valuable and relevant opportunities, and not wasting time and resources on unqualified or uninterested leads. A strategic approach to prospecting can also improve the efficiency and return on investment of the sales process, as it can increase the conversion rate, shorten the sales cycle, and reduce the cost of acquisition. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 127

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