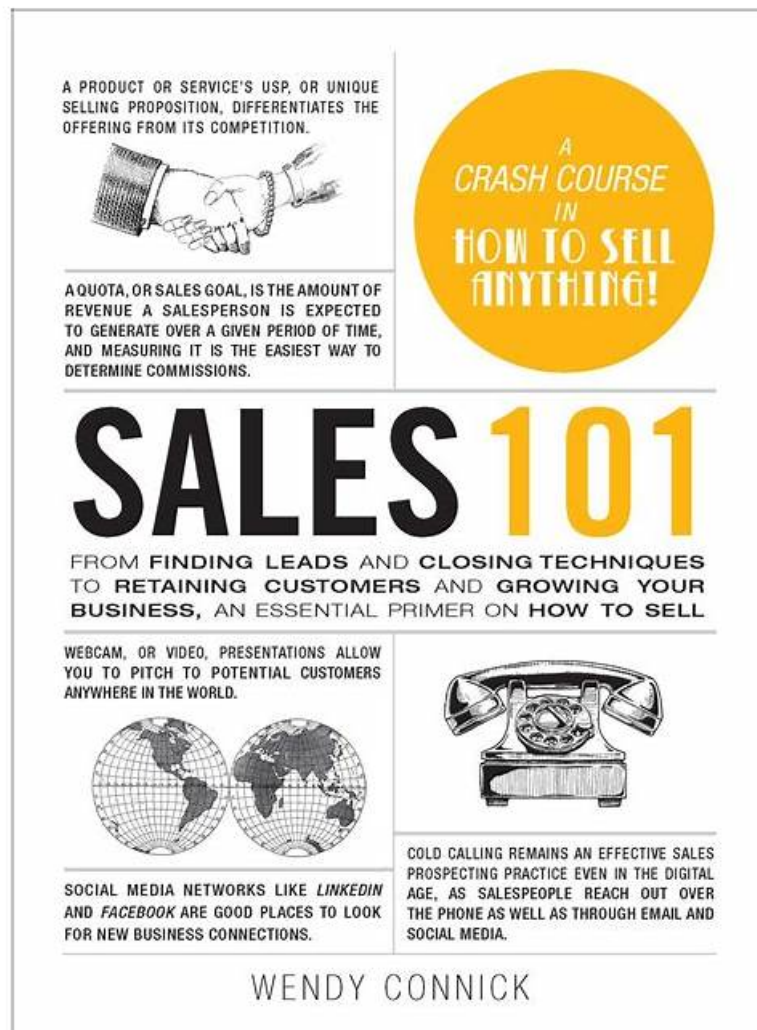


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Salesforce Certified Sales Foundations 認定 Sales-101 試験問題 (Q41-Q46):

質問 # 41

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

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

正解: B

解説:

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"

質問 # 42

A sales representative is struggling with forecast accuracy due to a lack of insight into the potential success of various opportunities. Which technique will help improve the sales rep's forecasting accuracy?

- A. Focusing on industry trends to predict future outcomes
- **B. Implementing AI-based deal scoring systems**
- C. Prioritizing deals based on seller intuition

正解: B

解説:

One of the techniques that can help improve the sales rep's forecasting accuracy is implementing AI-based deal scoring systems, such as Salesforce Einstein. AI-based deal scoring systems use machine learning algorithms to analyze historical and real-time data from various sources, such as CRM, email, calendar, and social media, and assign a score to each opportunity based on the likelihood of closing. The score reflects factors such as the customer's engagement level, buying signals, past behavior, and fit with the ideal customer profile. By using AI-based deal scoring systems, the sales rep can prioritize the most promising opportunities, focus on the best actions to move them forward, and forecast more accurately and confidently. References:

* Improve Sales Forecasting Accuracy with These Best Practices, section "Use AI to Score Deals".

* How to Improve Sales Forecasting Accuracy, section "Use AI to Score Deals".

質問 # 43

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

- A. Negotiation
- B. Renewal
- **C. Discovery**

正解: C

解説:

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect's pain points, needs, goals, and challenges.

Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer. References:
<https://www.salesforce.com/resources/articles/sales-process/#discovery>

質問 # 44

A sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment.
At which stage are they in the sales process?

- A. Connect
- **B. Confirm**
- C. Collaborate

正解: B

解説:

The stage in the sales process where a sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment is typically known as the "Confirm" stage. During this phase, the sales rep seeks to ensure that the proposal meets the prospect's needs and expectations, and that there is a mutual understanding of the value the solution offers. This step is crucial for moving towards closing the sale, as it involves resolving any outstanding questions or concerns and solidifying the prospect's commitment to proceeding. Salesforce outlines various stages in the sales process, and the confirmation stage is critical for validating that both parties are aligned before finalizing the deal.

Reference: Salesforce Sales Cloud - Sales Process

質問 # 45

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. Share the information gathered from online research about the customer's company.
- C. Present the history and innovation of their company in bringing new products to market.

正解: A

解説:

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.

質問 # 46

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Sales-101日本語参考: <https://www.jpctestking.com/Sales-101-exam.html>

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