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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 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 3	<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 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.
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 (Q128-Q133):

NEW QUESTION # 128

A sales representative is working with a customer who has recently placed an order. The customer informs the sales rep that they have unique tax requirements.

How should the sales rep proceed to ensure a successful booking and fulfillment process?

- A. Acknowledge the tax requirements, but proceed with the standard process because the sales rep is unable to change company policies.
- B. Redirect the customer to address their tax requirements with the appropriate department internally within the company.
- C. **Work closely with the relevant departments to address the tax requirements and ensure accurate order processing.**

Answer: C

Explanation:

According to the Salesforce Sales Representative Learning objectives, one of the skills that a sales rep should have is to ensure customer satisfaction through streamlined fulfillment and order management. This includes collaborating with internal teams to handle any special requests or requirements from the customer, such as tax, shipping, or billing issues. By working closely with the relevant departments, the sales rep can ensure that the customer's tax requirements are met and that the order is processed correctly. This will also help to avoid any delays, errors, or disputes that could affect the customer's experience and satisfaction. References:

* [Sales Rep Training: Prepare Your Team to Sell Successfully], Unit 4: Manage the Order Process

* Salesforce Certified Sales Representative Exam Guide, Section 5: Fulfillment and Order Management, Objective 5.2: Given a scenario, demonstrate how to handle special requests or requirements from the customer.

NEW QUESTION # 129

Which aspects of a prospect's buying culture and climate should a sales representative consider as part of the qualification process?

- A. Preferred communication channels, time zone, and office hours
- B. **Decision-making process, urgency for change, and openness to new solutions**
- C. Standard billing terms, legal authority, and payment methods

Answer: B

Explanation:

In the qualification process, a sales representative should consider aspects of a prospect's buying culture and climate such as the decision-making process, urgency for change, and openness to new solutions.

Understanding these elements helps the sales rep tailor their approach to align with the prospect's priorities and decision-making dynamics. Knowing who is involved in the decision-making, how urgent the need for a solution is, and how receptive the organization is to adopting new technologies or approaches can significantly impact the strategy for engaging with the prospect and ultimately, the success of the sale.

Salesforce advocates for a thorough qualification process that includes assessing these factors to better understand the prospect's needs and how to effectively address them.

Reference: Salesforce Blog - Understanding Customer Needs

NEW QUESTION # 130

A sales representative is having challenges getting access to the decision maker to close a deal.

How can the sales rep convince their contact to make an introduction to the decision maker?

- A. **Share a customer success story based on real-world use cases and results.**
- B. Increase the frequency of engagement with the contact.
- C. Focus the discussion on the contact's role and responsibilities.

Answer: A

Explanation:

Sharing a customer success story is a powerful way to convince a contact to make an introduction to the decisionmaker, as it demonstrates the value and credibility of the sales rep's solution. A customer success story should include the following elements: the customer's challenge, the solution they implemented, and the results they achieved. The sales rep should also tailor the story to match the contact's industry, role, and pain points, and highlight how the solution can help them achieve their goals. By sharing a customer success story, the sales rep can create a sense of urgency and curiosity in the contact, and motivate them to introduce the sales rep to the decision maker who can benefit from the solution as well. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Customer Success Stories to Sell with Value".

* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

NEW QUESTION # 131

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

Answer: B

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 # 132

A sales representative clarifies how a specific customer will benefit from the solution proposed.

Which part of a solution unit is the sales rep using?

- A. Application
- B. Fact
- **C. Benefit**

Answer: C

Explanation:

A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer's pain points and needs. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition>

NEW QUESTION # 133

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