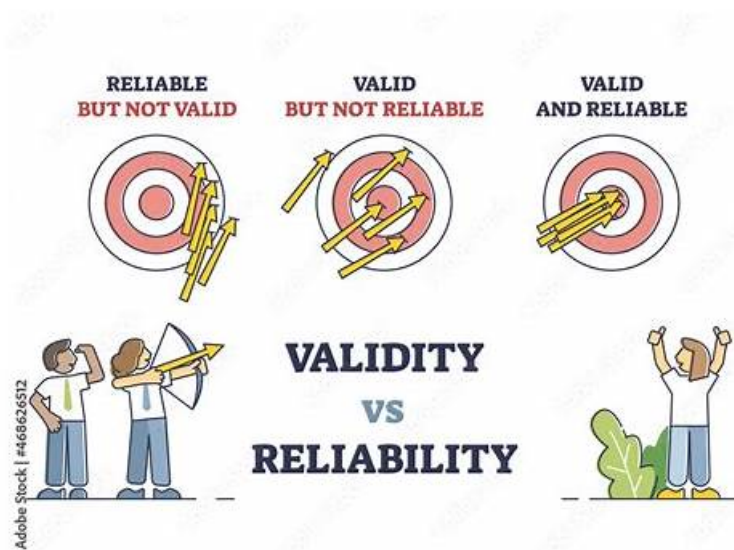


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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">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">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 5	<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 (Q115-Q120):

NEW QUESTION # 115

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. Collaborate
- **C. Confirm**

Answer: C

Explanation:

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

NEW QUESTION # 116

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

Answer: B

Explanation:

Sharing a customer success story is a powerful way to convince a contact to make an introduction to the decision maker, 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 # 117

A sales representative wants to highlight a customer's return on their investment. Which type of analysis should the sales rep use to show this?

- A. Root cause analysis
- B. SWOT analysis
- **C. Cost benefit analysis**

Answer: C

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".

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

* How to calculate your Return on Customer Investment.

NEW QUESTION # 118

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 # 119

An experienced sales representative has several new leads and wants to understand their pain points and decide if the company can meet their needs.

At which stage should the sales rep complete a qualification call with the new leads?

- A. Research
- **B. Prospecting**
- C. Relationship building

Answer: B

Explanation:

During the prospecting stage, a sales representative identifies and reaches out to potential leads to assess their interest and fit for the company's offerings. Completing a qualification call with new leads at this stage is crucial to understanding their pain points, needs, and whether the company's solutions can meet those needs.

This step is essential for efficiently allocating resources to leads with the highest potential for conversion.

Salesforce emphasizes the importance of effective prospecting and qualification processes to ensure sales efforts are focused on the most promising opportunities.

Reference: Salesforce Blog - Prospecting

NEW QUESTION # 120

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