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As we enter into such a competitive world, the hardest part of standing out from the crowd is that your skills are recognized then you will fit into the large and diverse workforce. The Sales-101 certification is the best proof of your ability. However, it's not easy for those work officers who has less free time to prepare such an Sales-101 Exam. Here comes Sales-101 exam materials which contain all of the valid Sales-101 study questions. You will never worry about the Sales-101 exam.

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">• 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 3	<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 4	<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.

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Salesforce Certified Sales Foundations Sample Questions (Q112-Q117):

NEW QUESTION # 112

A sales representative wants to drive the adoption of a new product with a customer. How should the sales rep address the customer's question: "What's in it for me?"

- A. Provide product documentation.
- B. Offer a product sample.
- C. Articulate the business value.

Answer: C

Explanation:

Articulating the business value is how the sales rep should address the customer's question: "What's in it for me?" Business value is the benefit or advantage that the product provides to the customer in terms of improving their situation, solving their problems, fulfilling their needs, or achieving their goals. Articulating the business value helps to show the customer how the product can help them succeed and grow. References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition>

NEW QUESTION # 113

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

- A. Onsite visits
- B. Calls made
- C. Leadconversion rate

Answer: C

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 # 114

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

Answer: C

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.salesforce.com/resources/articles/sales-conference/#sales-conference-tips>

NEW QUESTION # 115

A company is introducing a new product line.

How should a sales representative educate prospects on their products' key benefits?

- **A. Storytelling**
- B. Customer journey maps
- C. Social media marketing

Answer: A

Explanation:

Educating prospects about the key benefits of new products through storytelling is an effective approach.

Storytelling involves sharing examples, customer success stories, or hypothetical scenarios that illustrate how the product can be used and the benefits it delivers. This method helps prospects visualize the product in action and understand its value in a real-world context. Salesforce often highlights the importance of storytelling in sales to make products more relatable and to create a connection with potential customers.

Reference: Salesforce Blog - Storytelling in Sales

NEW QUESTION # 116

A sales representative proposes an engagement solution that works seamlessly across all media to a customer.

Which strategy supports the solution?

- A. Social networks
- B. Two-way dialogue
- **C. Multi-channel**

Answer: C

Explanation:

Multi-channel is the strategy that supports an engagement solution that works seamlessly across all media.

Multi-channel means using different communication channels (such as email, phone, social media, web chat, etc.) to reach and interact with customers and prospects. Multi-channel helps to increase customer satisfaction, loyalty, and retention by providing them with convenience, choice, and consistency. References: <https://www.salesforce.com/resources/articles/multichannel-marketing/#multichannel-marketing-definition>

NEW QUESTION # 117

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