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## Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>

Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>
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## Sales-101 Test Questions Answers & Reliable Sales-101 Test Book

Our company is thoroughly grounded in our values. They begin with a prized personal and organizational quality--Integrity--and end with a shared concern for the candidates who are preparing for the Sales-101 exam. Our values include Innovation, Teamwork, Customer Focus, and Respect for Customers. These values guide every decision we make, everywhere we make them. As you can sense by now, and we really hope that you can be the next beneficiary of our Sales-101 Training Materials.

### Salesforce Certified Sales Foundations Sample Questions (Q128-Q133):

#### NEW QUESTION # 128

How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Two business days
- B. Four business days
- C. Twenty-five business days

**Answer: A**

Explanation:

[https://help.salesforce.com/s/articleView?id=sf.hvs\\_cadences\\_examples.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.hvs_cadences_examples.htm&type=5)

#### NEW QUESTION # 129

A sales representative has a pipeline with a mix of opportunities at various stages.

The sales rep wants to improve stage velocity.

What should the sales rep do to improve stage velocity?

- A. Sort deals by size and focus on the largest ones first.
- B. Obtain guidance from a manager and create a follow-up cadence.
- C. Survey customers and engage them when the customer requests.

**Answer: B**

Explanation:

Obtaining guidance from a manager and creating a follow-up cadence is what the sales rep should do to improve stage velocity.

Stage velocity is the measure of how fast an opportunity moves from one stage to another in the sales process. Obtaining guidance from a manager helps to get feedback, advice, and support on how to advance the opportunity. Creating a follow-up cadence helps to maintain communication, engagement, and momentum with the customer.

References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics>

#### NEW QUESTION # 130

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

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

**Answer: A**

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 # 131

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

- A. Focus on personal details when communicating with the prospect.
- B. Connect with customers associated with the prospect on social media.
- C. Identify potential trigger events as the reason to reach out to prospects.

**Answer: C**

Explanation:

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

### NEW QUESTION # 132

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Lead quality score
- B. Customer satisfaction score
- C. Lead conversion rate

**Answer: C**

Explanation:

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs, and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions. References: <https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-metrics>

### NEW QUESTION # 133

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