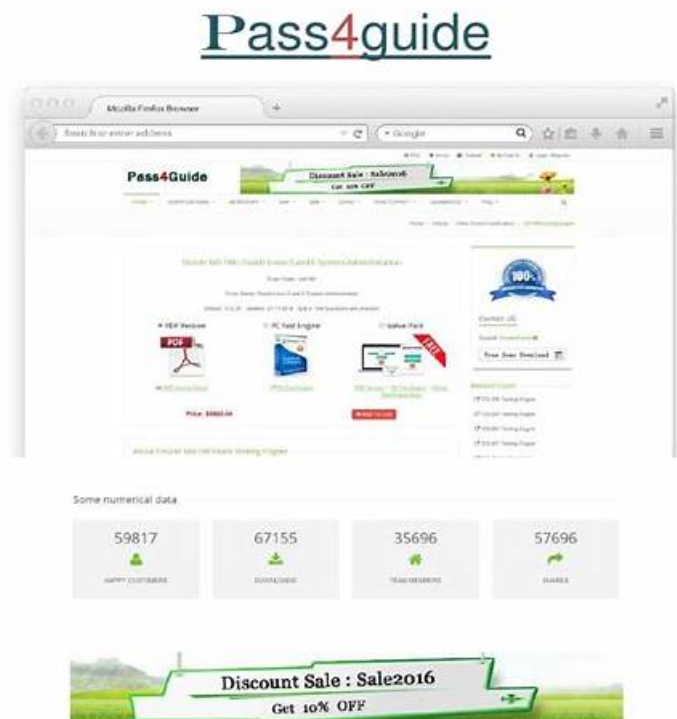


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Salesforce Certified Sales Foundations Sample Questions (Q38-Q43):

NEW QUESTION # 38

A sales representative is showing their customer how they can reduce their costs and improve productivity. What is being delivered?

- A. Use case
- B. Success story
- **C. Value proposition**

Answer: C

Explanation:

When a sales representative demonstrates how their products or services can reduce costs and enhance productivity for a customer, they are presenting a value proposition. A value proposition articulates the unique benefits and value that the company's offerings provide, distinguishing them from competitors. It focuses on the specific advantages the customer will experience, such as cost savings and productivity improvements.

Salesforce emphasizes the importance of understanding customer needs and effectively communicating how their solutions can address those needs, which is central to crafting a compelling value proposition.

Reference: Salesforce Sales Cloud

NEW QUESTION # 39

A sales representative spends time building their pipeline with many opportunities. Their conversion percentage is fairly high, yet the total pipeline volume is far from their quota.

Which strategy would help the sales rep increase their pipeline health?

- **A. Analyze the potential deal size and decision makers' authority.**
- B. Be patient knowing that the numbers will eventually improve over time.
- C. Challenge their manager about whether their sales quota is realistic.

Answer: A

Explanation:

Analyzing the potential deal size and decision makers' authority is the best strategy to increase the pipeline health, because it can help the sales rep to prioritize the most valuable and likely opportunities, and focus on influencing the key stakeholders who can approve the purchase. This can increase the average deal size and the win rate, and ultimately help the sales rep to achieve their quota. Being patient or challenging the manager are not effective strategies, because they do not address the root cause of the low pipeline volume, and may result in missed targets or reduced motivation. The sales rep should take proactive actions to improve their pipeline quality and quantity, and seek feedback and guidance from their manager if needed. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 40

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

Answer: A

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 # 41

A sales representative wants to improve the overall health of their pipeline. Why is it important to take a strategic approach to prospecting?

- **A. Improve efficiency and return on investment.**
- B. Reduce non-selling administrative efforts.
- C. Increase the number of customer engagements.

Answer: A

Explanation:

Prospecting is the process of identifying and reaching out to potential customers who are likely to buy your product or service. Taking a strategic approach to prospecting means having a clear plan, criteria, and method for finding and qualifying prospects. This can help improve the overall health of the pipeline, as it ensures that the sales representative is focusing on the most valuable and relevant opportunities, and not wasting time and resources on unqualified or uninterested leads. A strategic approach to prospecting can also improve the efficiency and return on investment of the sales process, as it can increase the conversion rate, shorten the sales cycle, and reduce the cost of acquisition. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 42

A customer's order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled. What should the sales representative check to fulfill the order through a different warehouse?

- **A. Product inventory**
- B. Shipping time
- C. Pricing information

Answer: A

Explanation:

Product inventory is what the sales rep should check to fulfill the order through a different warehouse.

Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 43

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