

# Sales-101 Deutsche, Sales-101 Fragen&Antworten



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## Salesforce Sales-101 Prüfungsplan:

Thema	Einzelheiten
Thema 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>
Thema 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>
Thema 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>

>> Sales-101 Deutsche <<

## Sales-101 Fragen&Antworten, Sales-101 PDF

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## Salesforce Certified Sales Foundations Sales-101 Prüfungsfragen mit Lösungen (Q54-Q59):

### 54. Frage

How can a sales rep use whiteboarding while exploring a customer's business challenges?

- A. To organize ideas by level of importance
- B. To illustrate how a product fits in with other products in the catalog
- C. To present solutions without input from the customer

**Antwort: A**

Begründung:

A sales rep can use whiteboarding while exploring a customer's business challenges to organize ideas by level of importance.

Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually capture and structure information during a sales conversation. Whiteboarding can help the sales rep to understand the customer's situation, needs, and goals, and to prioritize the most critical issues or opportunities.

Whiteboarding can also help the sales rep to engage the customer in a collaborative dialogue, and to demonstrate their expertise and credibility. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

### 55. Frage

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

- A. Location, number of employees, and market segment
- B. Social media presence, website design, and customer reviews
- C. Approved budget, authority, business need, and timing

**Antwort: C**

Begründung:

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

References: [https://www.](https://www.salesforce.com/resources/articles/sales-process/#qualify)

[salesforce.com/resources/articles/sales-process/#qualify](https://www.salesforce.com/resources/articles/sales-process/#qualify)

### 56. Frage

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

- A. Offer a comprehensive demo of the products to the customer.
- B. Encourage the customer to purchase additional products.
- C. Add the customer to an educational marketing campaign.

**Antwort: C**

Begründung:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore their needs and challenges for potential additional solutions. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

### 57. Frage

A sales representative conducts research with their customer and gains insights for developing a value proposition to solve their customer's challenges.

How should the sales rep introduce their value proposition to their customer?

- A. Collaborate internally to iterate on the value proposition for the customer.
- **B. Make a draft of the value proposition and seek customer feedback.**
- C. Unveil the value proposition to the customer after it is finalized.

**Antwort: B**

Begründung:

Making a draft of the value proposition and seeking customer feedback is the best way to introduce the value proposition to the customer, because it allows the sales rep to validate their assumptions, test their hypotheses, and refine their solution based on the customer's input. This also helps to build trust and rapport with the customer, and demonstrate that the sales rep is genuinely interested in solving their challenges. Collaborating internally to iterate on the value proposition for the customer is not a bad idea, but it does not involve the customer in the process, and may result in a solution that does not match the customer's needs or expectations. Unveiling the value proposition to the customer after it is finalized is a risky strategy, because it may surprise or disappoint the customer, and leave no room for adjustments or negotiations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

### 58. Frage

A sales representative proposes an engagement solution that works seamlessly across all media to a customer. Which strategy supports the solution?

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

**Antwort: C**

Begründung:

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>

### 59. Frage

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