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Salesforce Sales-101 Exam Syllabus Topics:

| Topic | Details |
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| Topic 1 | <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 2 | <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 3 | <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 4 | <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. |

Salesforce Certified Sales Foundations Sample Questions (Q68-Q73):

NEW QUESTION # 68

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

- A. Discovery
- B. Renewal
- C. Negotiation

Answer: A

Explanation:

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect's pain points, needs, goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer. References:

<https://www.salesforce.com/resources/articles/sales-process/#discovery>

NEW QUESTION # 69

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

Answer: A

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 # 70

A sales representative is working on an opportunity that has recently progressed to a more advanced stage in the deal lifecycle. Which action should the sales rep take to ensure accurate forecasting?

- **A. Update the opportunity's stage and forecast category to reflect the recent progress.**
- B. Continue forecasting based on the previous stage until the deal closes.
- C. Focus on unrelated opportunities and assume the current opportunity will close.

Answer: A

Explanation:

Updating the opportunity's stage and forecast category to reflect the recent progress is what the sales rep should do to ensure accurate forecasting. An opportunity is a qualified prospect who has a high probability of buying the product. An opportunity stage is a measure of how far along the opportunity is in the sales process, such as prospecting, qualification, proposal, negotiation, etc. A forecast category is a measure of how likely the opportunity is to close as won, such as pipeline, best case, commit, closed, etc. Updating the opportunity's stage and forecast category helps to reflect the current status and potential outcome of the opportunity, as well as to provide a realistic and reliable prediction of future sales revenue. References: <https://www.salesforce.com/resources/articles/sales-forecasting/#sales-forecasting-definition>

NEW QUESTION # 71

In the context of deal management, why is it important for a sales representative to earn a deeper level of trust and access to decision makers within the customer's organization?

- A. To increase the sales rep's personal network and influence
- B. To gain access to information about the customer's competitors
- **C. To enhance the sales rep's understanding of the customer's needs**

Answer: C

Explanation:

Earning a deeper level of trust and access to decision makers within the customer's organization is important for a sales representative in the context of deal management, because it can help the sales rep to enhance their understanding of the customer's needs, challenges, goals, and preferences. This can enable the sales rep to tailor their solution and value proposition to the customer's specific situation, and address any objections or concerns that may arise during the sales process. It can also help the sales rep to influence the decision makers and persuade them to choose their solution over the competitors'. Increasing the sales rep's personal network and influence or gaining access to information about the customer's competitors are not the best answers, because they are not directly related to the customer's needs, which are the primary focus of deal management. The sales rep should use their network and influence to support the customer's needs, not their own. The sales rep should also focus on differentiating their solution from the competitors', rather than obtaining information about them. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 72

A sales representative wants to show a prospect the value of their product or service. Which type of document should the sales rep provide to the prospect?

- **A. Sales proposal**
- B. Whitespace analysis
- C. Marketing whitepaper

Answer: A

Explanation:

A sales proposal is a document that outlines the benefits and features of a product or service, as well as the pricing and terms of the deal. A sales proposal is designed to persuade the prospect to buy from the sales rep by showing them the value of the solution and how it meets their needs. A sales proposal should be customized to the specific prospect and their situation, and should include a clear call to action. References:

- * Sales Rep Training: Create Effective Selling Habits (Unit: Write Winning Sales Proposals)
- * Cert Prep: Salesforce Certified Sales Representative (Unit: Sales Strategy and Planning)

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