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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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 2	• 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	• 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 4	• 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.

Salesforce Certified Sales Foundations Sample Questions (Q39-Q44):

NEW QUESTION # 39

A sales representative has a prospect who is in discussions with multiple vendors about competing products.

The sales rep is concerned the prospect might not remember the valuable benefits of the solution.

Which closure practice should the sales rep use to gain a commitment with this prospect?

- A. Assumptive
- B. Takeaway
- **C. Summary**

Answer: C

Explanation:

A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the value proposition of the solution, highlighting how it addresses the prospect's pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action.

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

##close

NEW QUESTION # 40

A prospect visited a company's website and completed a form expressing interest in a product.

What should a sales rep focus on when qualifying the prospect?

- A. Product features
- B. Marketing goals
- **C. Customer needs**

Answer: C

Explanation:

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product.

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

##qualify

NEW QUESTION # 41

A sales representative recently closed a deal and wants to measure how likely the customer would be to recommend the product. Which measurement should the sales rep use?

- A. Net Promoter Score (NPS)
- B. Customer Satisfaction Survey (CSAT)
- C. Customer Engagement Score (CES)

Answer: A

Explanation:

Net Promoter Score (NPS) is a metric that evaluates the loyalty and satisfaction of customers based on how likely they are to recommend a product or service to others. It is calculated by asking customers one question:

"On a scale from 0 to 10, how likely are you to recommend this product/service to a friend or colleague?" Customers who respond with a 9 or 10 are considered promoters, customers who respond with a 7 or 8 are considered passives, and customers who respond with a 6 or lower are considered detractors. The NPS is then calculated by subtracting the percentage of detractors from the percentage of promoters. NPS can help sales reps identify their most enthusiastic and loyal customers, as well as those who are at risk of churn or dissatisfaction. NPS can also help sales reps generate referrals, testimonials, and reviews from their promoters, as well as improve their products and services based on the feedback from their detractors and passives. References:

- * What is Net Promoter Score (NPS)? How to Calculate & Interpret - Hotjar
- * Net Promoter Score (NPS): The Ultimate Guide - Qualtrics
- * What is Net Promoter Score (NPS)| Definition and Examples - ProductPlan

NEW QUESTION # 42

A sales representative identifies a strong business case for a customer and hosts a demo to show them potential offerings and solutions.

What is the next sales pipeline stage the sales rep should enter to summarize and address the potential customer's needs?

- A. Lead Qualification
- B. Prospecting
- C. Proposal

Answer: C

Explanation:

According to the Salesforce Sales Representative Learning objectives, the proposal stage is the next step after the demo stage, where the sales rep should summarize the customer's needs, present the value proposition, and address any objections or concerns. The proposal stage is also where the sales rep should negotiate the terms and conditions of the deal, and ask for the customer's commitment to buy. References:

- * Sales Rep Training: Create Effective Selling Habits
- * Sales Pipeline Stages: A Visual Guide

NEW QUESTION # 43

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. Renewal
- B. Discovery
- C. Negotiation

Answer: B

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 # 44

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On the other hand, those who do not score well can again try reading all the Salesforce Certified Sales Foundations (Sales-101) dumps questions and then give the Sales-101 exam. This will help them polish their skills and clear all their doubts. Also, you must note down your Salesforce Certified Sales Foundations (Sales-101) practice test score every time you try the Salesforce Exam Questions. It will help you keep a record of your study and how well you are doing in them.

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