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Salesforce Certified Sales Foundations Sample Questions (Q74-Q79):

NEW QUESTION # 74

How does a sales representative determine if a customer might be a valid prospect for the product?

- A. Review the customer's website and tell the prospect that the product will solve their problems.
- **B. Understand the customer's pain points and what they attempted in the past that was unsuccessful.**
- C. Uncover what the customer is planning to do and the executive staff's purchasing preferences.

Answer: B

Explanation:

Understanding the customer's pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer's needs, challenges, goals, and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value.

References:

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

NEW QUESTION # 75

A sales representative has spent countless hours on due diligence to make the appropriate recommendation. At the last minute, the customer makes an unexpected objection. The sales rep is surprised and wants to better understand where this objection is coming from.

Which approach should the sales rep take?

- A. Acknowledge the objection and try to close with a different tactic.
- **B. Revisit the discovery phase of the sales process.**
- C. Highlight customer success stories to build credibility.

Answer: B

Explanation:

The discovery phase of the sales process is where the sales representative uncovers the customer's pain points, needs, goals, and challenges. By revisiting the discovery phase, the sales rep can better understand where the objection is coming from, and whether it is a valid concern or a hidden motive. Revisiting the discovery phase can also help the sales rep restate the value proposition, reinforce the benefits of the solution, and address any gaps or misunderstandings that may have caused the objection. The other options are not effective approaches, as they may ignore the customer's perspective, damage the trust, or create more resistance.

References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Value Selling"

* [Sales Rep Training], unit "Sell with Value"

* Salesforce Certified Sales Representative Exam Guide, section "Value Selling"

NEW QUESTION # 76

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. Industry
- **B. People**
- C. Business

Answer: B

Explanation:

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

NEW QUESTION # 77

A junior sales representative is trying to develop relationships with customers in an industry that is changing rapidly. In addition, the number of channels to engage with customers has increased.

How can the sales rep identify the most effective way to communicate with new and existing customers?

- A. Continue using methods that have worked in the past.
- B. Follow standard sales scripts.
- **C. Collaborate with internal departments.**

Answer: C

Explanation:

In an industry that's rapidly changing and with increasing channels to engage customers, a junior sales representative can identify the most effective communication methods by collaborating with internal departments. Teams such as marketing, customer service, and others who interact with customers can provide insights into customer preferences and effective communication strategies. This collaborative approach allows for a broader understanding of customer behaviors and trends, leading to more tailored and effective engagement strategies. Salesforce encourages cross-departmental collaboration to leverage diverse insights and expertise, enhancing customer engagement efforts.

Reference:Salesforce Blog - Collaborative Selling

NEW QUESTION # 78

Which factor can the sales representative focus on to win the customer first and support their sales quota long term?

- A. Maximizing opportunities
- **B. Customer experience**
- C. Product evangelism

Answer: B

Explanation:

Customer experience is the factor that the sales representative can focus on to win the customer first and support their sales quota long term, because it is the sum of all the interactions and emotions that the customer has with the sales representative and the company throughout the sales cycle and beyond. A positive customer experience can lead to customer satisfaction, loyalty, retention, and advocacy, which can result in repeat purchases, referrals, and testimonials. Product evangelism and maximizing opportunities are not the best answers, because they are more focused on the sales representative's own goals and interests, rather than the customer's. Product evangelism is about promoting the product's features and benefits, but it may not address the customer's specific needs or challenges. Maximizing opportunities is about increasing the contract value or volume, but it may not align with the customer's budget or expectations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 79

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