

Salesforce Sales-101 Reliable Test Forum - Exam Sales-101 Prep



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
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"> 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	<ul style="list-style-type: none"> 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.
Topic 4	<ul style="list-style-type: none"> 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.

Topic 5	<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.
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Salesforce Certified Sales Foundations Sample Questions (Q109-Q114):

NEW QUESTION # 109

A sales representative is working to understand a prospect's pain points, desired outcomes, and emotional drivers. In which phase of the sales process is this deal?

- A. Create
- B. Collaborate
- C. Connect

Answer: A

Explanation:

Create is the phase of the sales process where this deal is when the sales rep is working to understand a prospect's pain points, desired outcomes, and emotional drivers. Create is the phase where the sales rep presents and demonstrates how their product can address the prospect's pain points and needs, and deliver tangible benefits and outcomes. Create is also where the sales rep builds rapport and trust with the prospect by showing empathy and understanding of their emotional drivers. References: <https://www.salesforce.com/resources/articles/sales-process/#sales-process-stages>

The create phase of the sales process is where the sales representative works to understand the prospect's pain points, desired outcomes, and emotional drivers. This phase involves asking open-ended questions, conducting discovery sessions, and identifying the prospect's challenges and goals. The create phase helps the sales representative to build rapport and trust with the prospect, and to uncover the value proposition and the solution fit for their needs. References:

- * Sales Rep Training: Define the Scope of a Solution, unit "Use Discovery to Understand Customer Needs".
- * Cert Prep: Salesforce Certified Sales Representative, unit "Define the Scope of a Solution".

NEW QUESTION # 110

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. Negotiation
- C. Renewal

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>

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

NEW QUESTION # 111

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

Answer: B

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 # 112

How can a sales representative best identify a customer's challenges and initiatives?

- **A. Elicit detailed responses by asking open-ended questions during meetings.**
- B. Present an overview of new products their company has brought to market.
- C. Ask "yes" or "no" questions to make the discussion efficient.

Answer: A

Explanation:

Asking open-ended questions is a key skill for sales representatives, as it allows them to uncover the customer's challenges and initiatives, as well as their goals, needs, and pain points. Open-ended questions are those that cannot be answered with a simple "yes" or "no", but require the customer to provide more information and explanation. For example, instead of asking "Are you happy with your current solution?", a sales rep can ask

"What are the main challenges you are facing with your current solution?" or "How does your current solution help you achieve your goals?" By eliciting detailed responses, the sales rep can gain a deeper understanding of the customer's situation, identify opportunities to add value, and tailor their solution accordingly. References:

* Sales Rep Training: Prepare Your Team to Sell Successfully, unit "Ask Open-Ended Questions to Uncover Customer Needs".

* Cert Prep: Salesforce Certified Sales Representative, unit "Use Discovery to Understand Customer Needs".

NEW QUESTION # 113

A sales representative delivers a proposal and is checking in with the prospect on the perceived value and alignment.

At which stage are they in the sales process?

- **A. Confirm**
- B. Collaborate
- C. Connect

Answer: A

Explanation:

Confirming is the stage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward. Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust. Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. References: Certification - Sales Representative - Trailhead,

