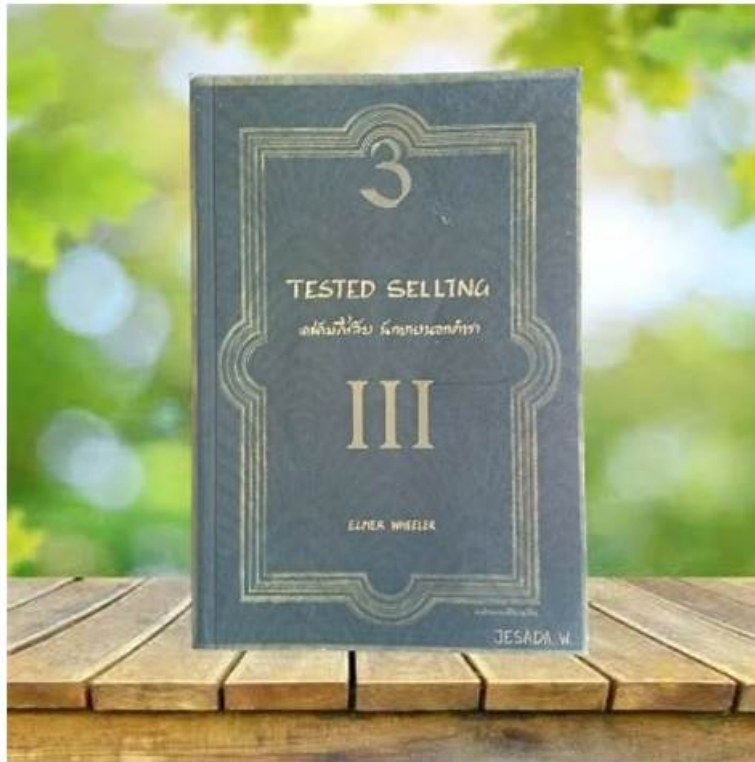


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Salesforce Sales-101 Exam Syllabus Topics:

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">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 3	<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.

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Salesforce Certified Sales Foundations Sample Questions (Q112-Q117):

NEW QUESTION # 112

A sales representative is using a creative problem-solving process to help their customer uncover breakthrough solutions. What is the name of this approach?

- A. Agile methodology
- B. Linear sales
- C. Design thinking

Answer: C

Explanation:

Design thinking is a creative problem-solving process that involves understanding the customer's needs, challenges, and goals, and generating innovative solutions that address them. Design thinking is based on five stages: empathize, define, ideate, prototype, and test. By using design thinking, sales representatives can help their customers discover new possibilities, overcome obstacles, and create value. References:

- * Cert Prep: Salesforce Certified Sales Representative, unit "Use Design Thinking to Solve Customer Problems".
- * What is Design Thinking? - updated 2024 | IxDF
- * Design thinking, explained | MIT Sloan

NEW QUESTION # 113

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Compare risks and benefits using features, advantages, and benefits (FAB).
- B. Stand by the solution and point out their misunderstanding.
- C. Ask questions to determine if they can get the deal back on track.

Answer: C

Explanation:

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections.

References: <https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

NEW QUESTION # 114

A sales representative is asked by their sales manager to lead a cold-calling campaign. Where can the sales rep start?

- A. Gather prospect contact information.
- B. Enter prospect leads into an auto dialer.
- C. Identify prospect pain points.

Answer: A

Explanation:

Gathering prospect contact information is the best place to start for a sales representative who is asked to lead a cold-calling campaign, because it is the first step in identifying and reaching out to potential customers. The sales rep should use various sources

and methods to find the names, phone numbers, email addresses, and other relevant details of the prospects who match their ideal customer profile. The sales rep should also verify and update the contact information regularly, and track the results of their calls. Identifying prospect pain points or entering prospect leads into an auto dialer are not the best answers, because they are not the first steps in a cold-calling campaign. Identifying prospect pain points is something that the sales rep should do during or after the call, by asking open-ended questions and listening to the prospect's needs and challenges. Entering prospect leads into an auto dialer is a tool that the sales rep can use to automate and streamline their calling process, but it requires having the prospect contact information first. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 115

A sales representative is assigned to high-value prospects.
What can the sales rep do to gain their interest?

- A. Connect with customers associated with the prospect on social media.
- B. Focus on personal details when communicating with the prospect.
- C. Identify potential trigger events as the reason to reach out to prospects.

Answer: C

Explanation:

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 116

A junior sales representative engages with key accounts to understand their pain points, current solutions, and future goals.
Which skill is the sales rep growing?

- A. Sales acumen
- B. Product knowledge
- C. Business acumen

Answer: C

Explanation:

Business acumen is the ability to understand the business environment, the customer's industry, and the customer's specific challenges and goals. A junior sales representative who engages with key accounts to understand their pain points, current solutions, and future goals is growing their business acumen skill. By doing so, they can better align their product or service with the customer's needs and expectations, and create more value for them. Business acumen is one of the core competencies of a sales professional, as it helps them build credibility, trust, and rapport with the customer, and differentiate themselves from the competition. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 117

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