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## Salesforce Certified Sales Foundations Sample Questions (Q78-Q83):

### NEW QUESTION # 78

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

**Answer: C**

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 # 79

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

- A. Phone calls provide immediate feedback whether the lead is worth pursuing.
- B. Key decision makers usually respond more readily to phone calls.
- C. Phone calls are a quicker and more scalable method of contact.

**Answer: A**

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively.

References:

\* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

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

#### NEW QUESTION # 80

A sales representative conducts research with their customer and gains insights for developing a value proposition to solve their customer's challenges.

How should the sales rep introduce their value proposition to their customer?

- A. Collaborate internally to iterate on the value proposition for the customer.
- B. Unveil the value proposition to the customer after it is finalized.
- C. Make a draft of the value proposition and seek customer feedback.

**Answer: C**

Explanation:

Making a draft of the value proposition and seeking customer feedback is the best way to introduce the value proposition to the customer, because it allows the sales rep to validate their assumptions, test their hypotheses, and refine their solution based on the customer's input. This also helps to build trust and rapport with the customer, and demonstrate that the sales rep is genuinely interested in solving their challenges. Collaborating internally to iterate on the value proposition for the customer is not a bad idea, but it does not involve the customer in the process, and may result in a solution that does not match the customer's needs or expectations. Unveiling the value proposition to the customer after it is finalized is a risky strategy, because it may surprise or disappoint the customer, and leave no room for adjustments or negotiations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

#### NEW QUESTION # 81

What is a prerequisite for preparing an initial proposal that will bring value to the prospect?

- A. Use a template to create a framework.
- B. Discover their business needs.
- C. Provide as much technical information as possible.

**Answer: B**

Explanation:

A prerequisite for preparing an initial proposal that will bring value to the prospect is to discover their business needs. This involves asking open-ended questions, listening actively, and using whiteboarding or other techniques to explore and understand the prospect's situation, goals, challenges, and pain points. By discovering their business needs, the sales representative can tailor the proposal to address the specific problems or opportunities that the prospect is facing, and to demonstrate how the solution can deliver value and benefits to the prospect. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

#### **NEW QUESTION # 82**

A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.

What is the first step to building trust with these stakeholders?

- A. Review records the previous rep left to understand the needs of the stakeholders.
- B. Use a multi-channel approach to present an update on current product offerings.
- **C. Set up an introductory meeting and explain the reason for the transition.**

**Answer: C**

Explanation:

The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

#### **NEW QUESTION # 83**

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