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### Salesforce Certified Sales Foundations Sample Questions (Q45-Q50):

#### NEW QUESTION # 45

A sales representative proposes an engagement solution that works seamlessly across all media to a customer. Which strategy supports the solution?

- A. Multi-channel
- B. Social networks
- C. Two-way dialogue

**Answer: A**

Explanation:

Multi-channel is the strategy that supports an engagement solution that works seamlessly across all media.

Multi-channel means using different communication channels (such as email, phone, social media, web chat, etc.) to reach and interact with customers and prospects. Multi-channel helps to increase customersatisfaction, loyalty, and retention by providing them with convenience, choice, and consistency. References: [https://www.](https://www.salesforce.com/resources/articles/multichannel-marketing/#multichannel-marketing-definition)

[salesforce.com/resources/articles/multichannel-marketing/#multichannel-marketing-definition](https://www.salesforce.com/resources/articles/multichannel-marketing/#multichannel-marketing-definition)

#### NEW QUESTION # 46

What are the key elements of a successful cold call?

- A. A compelling hook that ties in a product or service and open-ended questions
- B. Details about the decision maker and a follow-up with them soon after the call
- C. Several short questions and a shared link to product descriptions on the company website

**Answer: A**

Explanation:

A cold call is a phone call to a potential customer who has not expressed any prior interest in your product or service. The key elements of a successful cold call are a compelling hook and open-ended questions. A compelling hook is a brief statement that captures the attention of the prospect and shows them how your product or service can solve their problem or meet their need. Open-ended questions are questions that require more than a yes or no answer, and that encourage the prospect to share more information about their situation, goals, challenges, and preferences. By using a compelling hook and open-ended questions, you can engage the prospect, build rapport, qualify them as a lead, and move them to the next stage of the sales process. References:

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

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

#### NEW QUESTION # 47

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer.

What should the sales rep use to build their business case?

- A. Contract review
- B. Value map
- C. Feature list

**Answer: B**

Explanation:

A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer.

A value map shows how the solution aligns with the customer's strategic objectives, key performance indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer. References: [https://www.salesforce.com/resources](https://www.salesforce.com/resources/articles/value-selling/#value-selling-tools)

[/articles/value-selling/#value-selling-tools](https://www.salesforce.com/resources/articles/value-selling/#value-selling-tools)

#### NEW QUESTION # 48

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 # 49**

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle. Which strategy helps minimize price challenges?

- A. Showing a competitor pricing matrix during the meeting.
- B. Presenting a discount at the beginning of the conversation.
- C. **Building in value-based conversation from the beginning.**

**Answer: C**

Explanation:

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation involves asking open-ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

#### **NEW QUESTION # 50**

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