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Salesforce Certified Sales Foundations Sample Questions (Q70-Q75):

NEW QUESTION # 70

A sales representative recently closed a deal and wants to measure how likely the customer would be to recommend the product. Which measurements should the sales rep use?

- A. Customer Engagement Score (CES)

- B. Customer Satisfaction Survey (CSAT)
- C. Net Promoter Score (NPS)

Answer: C

Explanation:

Net Promoter Score (NPS) is a metric that evaluates the loyalty and satisfaction of customers based on how likely they are to recommend a product or service to others. It is calculated by asking customers one question:

"On a scale from 0 to 10, how likely are you to recommend this product/service to a friend or colleague?" Customers who respond with a 9 or 10 are considered promoters, customers who respond with a 7 or 8 are considered passives, and customers who respond with a 6 or lower are considered detractors. The NPS is then calculated by subtracting the percentage of detractors from the percentage of promoters. NPS can help sales reps identify their most enthusiastic and loyal customers, as well as those who are at risk of churn or dissatisfaction. NPS can also help sales reps generate referrals, testimonials, and reviews from their promoters, as well as improve their products and services based on the feedback from their detractors and passives. References:

* What is Net Promoter Score (NPS)? How to Calculate & Interpret - Hotjar

* Net Promoter Score (NPS): The Ultimate Guide - Qualtrics

* What is Net Promoter Score (NPS) | Definition and Examples - ProductPlan

NEW QUESTION # 71

How can a sales representative identify and generate new pipeline?

- A. Provide client support.
- B. Attend industry conferences.
- C. Conduct product demos.

Answer: C

NEW QUESTION # 72

A company is introducing a new product line.

How should a sales representative educate prospects on their products' key benefits?

- A. Social media marketing
- B. Storytelling
- C. Customer journey maps

Answer: B

Explanation:

Educating prospects about the key benefits of new products through storytelling is an effective approach.

Storytelling involves sharing examples, customer success stories, or hypothetical scenarios that illustrate how the product can be used and the benefits it delivers. This method helps prospects visualize the product in action and understand its value in a real-world context. Salesforce often highlights the importance of storytelling in sales to make products more relatable and to create a connection with potential customers.

Reference: Salesforce Blog - Storytelling in Sales

NEW QUESTION # 73

Which first step should a sales representative take to gain insight on potential customers?

- A. Create customer success plans.
- B. Conduct stakeholder interviews.
- C. Analyze data about customers.

Answer: C

Explanation:

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors,

preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

NEW QUESTION # 74

A customer's order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled. What should the sales representative check to fulfill the order through a different warehouse?

- A. Product inventory
- B. Pricing information
- C. Shipping time

Answer: A

Explanation:

Product inventory is what the sales rep should check to fulfill the order through a different warehouse. Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 75

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