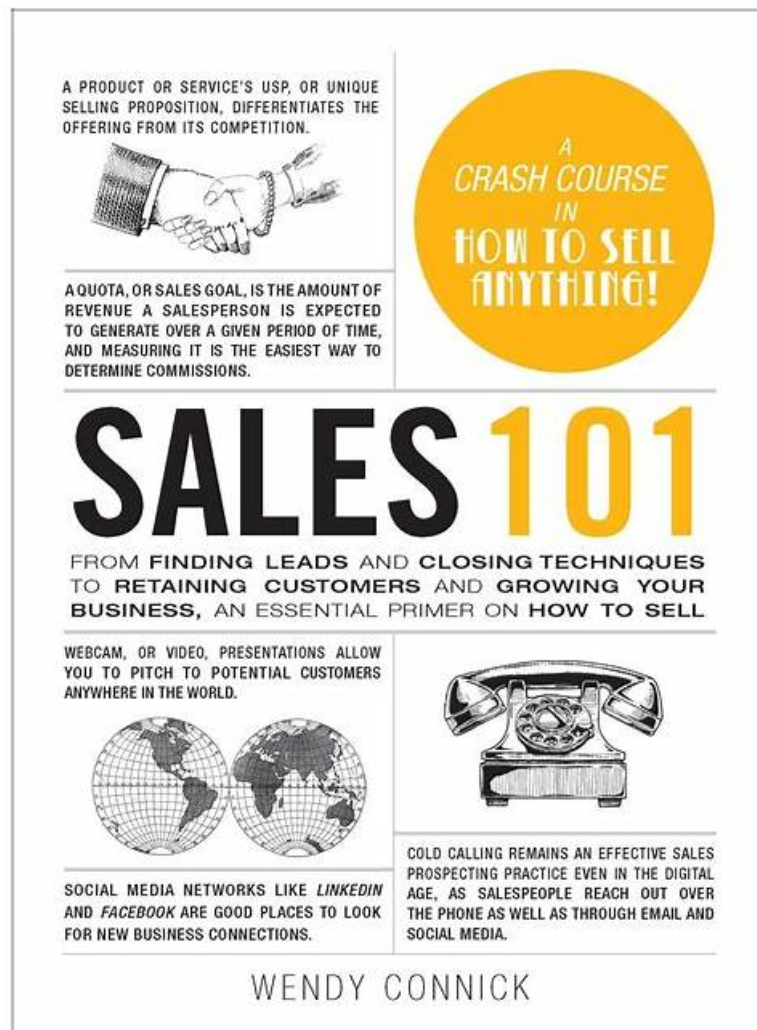


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## Salesforce Sales-101 Exam Syllabus Topics:

| Topic   | Details   |
|---------|---|
| Topic 1 | <ul style="list-style-type: none"><li>• <b>Planning:</b> 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.</li></ul> |
| Topic 2 | <ul style="list-style-type: none"><li>• <b>Pipeline Management:</b> This section of the exam measures skills of Sales Representatives and involves generating new pipeline opportunities, analyzing pipeline health, and ensuring data integrity. It also covers monitoring progression across sales stages and improving customer relevance.</li></ul>                 |
| Topic 3 | <ul style="list-style-type: none"><li>• <b>Forecasting:</b> 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.</li></ul>                    |

## Salesforce Certified Sales Foundations Sample Questions (Q27-Q32):

### NEW QUESTION # 27

A sales representative receives an objection and encourages the customer to elaborate on their hesitation and responses. Which type of questions are they leveraging?

- A. Change
- B. Confirming
- **C. Clarifying**

**Answer: C**

Explanation:

Clarifying questions are the type of questions that the sales rep is leveraging when they encourage the customer to elaborate on their hesitation and responses. Clarifying questions are questions that help to understand, verify, or confirm the information or meaning of what the customer says. Clarifying questions help to avoid confusion, misunderstanding, or miscommunication, as well as to provide relevant information or solutions. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

### NEW QUESTION # 28

A sales representative presents a solution and the customer is interested in moving forward. How can the sales rep gain the customer's commitment and close the deal?

- A. Propose and schedule an additional demo.
- **B. Negotiate to finalize the contract.**
- C. Develop a roadmap with complementary products.

**Answer: B**

Explanation:

Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction. References: <https://www.salesforce.com/resources/articles/sales-process/#negotiate>

### NEW QUESTION # 29

A company uses the BANT model for sales qualification. What does BANT indicate to sales representatives?

- A. The proposed approach meets the criteria of being Bold, Ambitious, Noteworthy, and Thorough.
- B. The deal is Beneficial, Acceptable to line management, Narrow in scope, and commercially Tight for sound legal management.
- C. The prospective contact has Budget and Authority to buy, has Need for the product, and the Timing is right.

**Answer: C**

Explanation:

BANT is a sales qualification model that stands for Budget, Authority, Need, and Timing. It helps sales representatives identify and prioritize the most qualified prospects based on four key criteria:

- \* Budget: The prospect has the financial resources to purchase the product or service.
- \* Authority: The prospect has the decision-making power or influence to approve the purchase.
- \* Need: The prospect has a specific problem or pain point that the product or service can solve.
- \* Timing: The prospect has a clear timeline or urgency to buy the product or service. BANT helps sales representatives focus on the most promising opportunities, avoid wasting time on unqualified leads, and align their sales process with the customer's buying journey. References: [Cert Prep: Salesforce Certified Sales Representative: Qualify Leads], [Sales Rep Training: Qualify Leads]

### NEW QUESTION # 30

Which factor can the sales representative focus on to win the customer first and support their sales quota long term?

- A. Customer experience
- B. Maximizing opportunities
- C. Product evangelism

**Answer: A**

Explanation:

Customer experience is the factor that the sales representative can focus on to win the customer first and support their sales quota long term, because it is the sum of all the interactions and emotions that the customer has with the sales representative and the company throughout the sales cycle and beyond. A positive customer experience can lead to customer satisfaction, loyalty, retention, and advocacy, which can result in repeat purchases, referrals, and testimonials. Product evangelism and maximizing opportunities are not the best answers, because they are more focused on the sales representative's own goals and interests, rather than the customer's. Product evangelism is about promoting the product's features and benefits, but it may not address the customer's specific needs or challenges. Maximizing opportunities is about increasing the contract value or volume, but it may not align with the customer's budget or expectations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

### NEW QUESTION # 31

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Customer satisfaction score
- B. Lead quality score
- C. Lead conversion rate

**Answer: C**

Explanation:

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs, and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions. References: <https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-metrics>

### NEW QUESTION # 32

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