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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Planning: 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.
Topic 2	<ul style="list-style-type: none"> Pipeline Management: 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.

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.
Topic 4	<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.

Salesforce Certified Sales Foundations Sample Questions (Q54-Q59):

NEW QUESTION # 54

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

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

Answer: A

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 # 55

How can a sales representative identify and generate new pipeline?

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

Answer: B

NEW QUESTION # 56

A sales representative is engaging in a discovery conversation with a prospect. Which approach should the sales rep take during this conversation?

- **A. Ask open-ended questions to understand the prospect's challenges and goals.**
- B. Share the information gathered from online research about the customer's company.
- C. Present the history and innovation of their company in bringing new products to market.

Answer: A

Explanation:

Asking open-ended questions to understand the prospect's challenges and goals is the approach that the sales rep should take during a discovery conversation with a prospect. A discovery conversation is a conversation that helps to uncover information about the prospect's situation, needs, pain points, and objectives. Asking open-ended questions is an effective way to elicit detailed and meaningful responses from the prospect, as well as to show interest and empathy for their challenges and goals.

NEW QUESTION # 57

How should a sales representative reinforce elements of the value proposition for the customer?

- A. Share case studies and customer testimonials.
- B. Provide sales collateral and benefits.
- C. Address potential pitfalls of the solution.

Answer: A

Explanation:

Sharing case studies and customer testimonials is how a sales rep should reinforce elements of the value proposition for the customer. 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. Case studies and customer testimonials are stories or feedback from existing customers who have used the product and can vouch for its value proposition. Sharing case studies and customer testimonials helps to provide proof points, build trust and credibility, and influence purchase decisions

NEW QUESTION # 58

A new sales representative is struggling to fill the top of their sales funnel. What is the potential benefit of revisiting dead opportunities?

- A. To gain customer feedback and improve their approach
- B. To see if new decision makers are available
- C. To determine if the customer needs have changed

Answer: C

Explanation:

Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit.

Revisiting dead opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 59

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The Salesforce Sales-101 certification provides is beneficial to accelerate your career in the tech sector. Today, the Sales-101 is a fantastic choice to get high-paying jobs and promotions, and to achieve it, you must crack the challenging Salesforce exam. It is critical to prepare with actual Sales-101 Exam Questions if you have less time and want to clear the test in a short time. You will fail and waste time and money if you do not prepare with real and updated Salesforce Sales-101 Questions.

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