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HOT Sales-101 Latest Dump - The Best Salesforce Sales-101 Reliable Test Answers: Salesforce Certified Sales Foundations

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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Deal Management: This section of the exam measures skills of Account Executives and includes qualifying prospects, understanding customer strategies and challenges, and defining solution scope. It emphasizes presenting value propositions, addressing challenges to close deals, and securing customer commitment for formal contracts.

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 Engagement: This section of the exam measures skills of Sales Representatives and focuses on building credibility through thought leadership, using multiple touchpoints to generate interest, and aligning solutions with customer needs. It also highlights the importance of nurturing relationships and driving product adoption for maximum value.

Salesforce Certified Sales Foundations Sample Questions (Q20-Q25):

NEW QUESTION # 20

A sales representative is looking for ways to engage with a prospect at a greenfield account on a digital platform. Which customer-centric approach should be used by the sales rep?

- A. Promote a prospect's content on social media.
- B. Upsell to a prospect at an existing account.
- C. Send an email with content links to a prospect.

Answer: A

Explanation:

Promoting a prospect's content on social media is a customer-centric approach that can be used by the sales rep to engage with a prospect at a greenfield account on a digital platform, because it shows that the sales rep is interested in the prospect's work and values their expertise. This can help to build rapport and trust with the prospect, and create an opportunity for further conversation and relationship building. Upselling to a prospect at an existing account or sending an email with content links to a prospect are not customer-centric approaches, because they are more focused on the sales rep's own goals and interests, rather than the prospect's. Upselling to a prospect at an existing account is not relevant to a greenfield account, which is a new account with no prior relationship or history with the sales rep or the company. Sending an email with content links to a prospect may be seen as spammy or intrusive, and may not capture the prospect's attention or interest. References: Certification - Sales Representative - Trailhead, Sales Rep Training: Customer Engagement - Trailhead

NEW QUESTION # 21

A sales representative is doing a 9-month check-in with a customer following a successful deployment. The sales rep found an additional product that will help improve the customer value and adoption. Which customer success concept is the sales rep utilizing in this example?

- A. Shared risks and shared accountability
- B. Improved experiences
- C. Innovate together

Answer: C

Explanation:

When a sales representative conducts a 9-month check-in and identifies an additional product that could enhance customer value and adoption, they are utilizing the customer success concept of "Innovate together." This approach involves working collaboratively with the customer to find new solutions and opportunities that can drive further success and value from the partnership. By proactively suggesting products or services that complement previous purchases, the sales rep is helping the customer to innovate and achieve better results, reinforcing the relationship and demonstrating ongoing commitment to the customer's success. Reference: Salesforce Blog - Customer Success

NEW QUESTION # 22

A sales representative has a prospect who is in discussions with multiple vendors about competing products. The sales rep is concerned the prospect might not remember the valuable benefits of the solution. Which closure practice should the sales rep use to gain a commitment with this prospect?

- A. Summary

- B. Takeaway
- C. Assumptive

Answer: A

Explanation:

A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the value proposition of the solution, highlighting how it addresses the prospect's pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action. References: <https://www.salesforce.com/resources/articles/sales-process/#close>

NEW QUESTION # 23

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Focus on behaviors and attributes that define a quality lead.
- B. Expand the number of channels to reach more prospects.
- C. Broaden the scope of the prospect profile.

Answer: A

Explanation:

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce sales cycles, and optimize resources. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 24

A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without providing much detail.

What should the sales rep do to uncover why the customer is delaying the decision?

- A. Ask pointed questions to identify customer interests.
- B. Highlight the benefits of the product to the customer.
- C. Discuss the customer's concerns with their internal team.

Answer: A

Explanation:

Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue. Pointed questions help to get to the core of the customer's hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action.

References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 25

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