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## Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>

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## Salesforce Certified Sales Foundations Sample Questions (Q23-Q28):

### NEW QUESTION # 23

How can a sales representative best identify a customer's challenges and initiatives?

- A. Elicit detailed responses by asking open-ended questions during meetings.
- B. Ask "yes" or "no" questions to make the discussion efficient.
- C. Present an overview of new products their company has brought to market.

#### Answer: A

Explanation:

Asking open-ended questions is a key skill for sales representatives, as it allows them to uncover the customer's challenges and initiatives, as well as their goals, needs, and pain points. Open-ended questions are those that cannot be answered with a simple "yes" or "no", but require the customer to provide more information and explanation. For example, instead of asking "Are you happy with your current solution?", a salesrep can ask

"What are the main challenges you are facing with your current solution?" or "How does your current solution help you achieve your goals?" By eliciting detailed responses, the sales rep can gain a deeper understanding of the customer's situation, identify opportunities to add value, and tailor their solution accordingly. References:

\* Sales Rep Training: Prepare Your Team to Sell Successfully, unit "Ask Open-Ended Questions to Uncover Customer Needs".

\* Cert Prep: Salesforce Certified Sales Representative, unit "Use Discovery to Understand Customer Needs".

### NEW QUESTION # 24

In the context of deal management, why is it important for a sales representative to earn a deeper level of trust and access to decision makers within the customer's organization?

- A. To increase the sales rep's personal network and influence
- B. To gain access to information about the customer's competitors
- C. To enhance the sales rep's understanding of the customer's needs

#### Answer: C

Explanation:

Earning a deeper level of trust and access to decision makers within the customer's organization is important for a sales representative in the context of deal management, because it can help the sales rep to enhance their understanding of the customer's needs, challenges, goals, and preferences. This can enable the sales rep to tailor their solution and value proposition to the customer's specific situation, and address any objections or concerns that may arise during the sales process. It can also help the sales rep to influence the decision makers and persuade them to choose their solution over the competitors'. Increasing the sales rep's personal network and influence or gaining access to information about the customer's competitors are not the best answers, because they are not directly related to the customer's needs, which are the primary focus of deal management. The sales rep should use their network and influence to support the customer's needs, not their own. The sales rep should also focus on differentiating their solution from the competitors', rather than obtaining information about them. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

### NEW QUESTION # 25

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

- A. Offer a comprehensive demo of the products to the customer.
- B. Add the customer to an educational marketing campaign.
- C. Encourage the customer to purchase additional products.

#### Answer: B

#### Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore their needs and challenges for potential additional solutions. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

#### NEW QUESTION # 26

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 # 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. Clarifying
- C. Confirming

#### Answer: B

#### 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

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