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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"> 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 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.
Topic 4	<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.

Salesforce Certified Sales Foundations Sample Questions (Q125-Q130):

NEW QUESTION # 125

Which behavior should a sales representative display to establish credibility with a customer?

- A. Review the proposal and potential discount structures.
- B. Be sincere and transparent, even if it means losing a sale.
- C. Reiterate product info when there is hesitancy to move forward.

Answer: B

Explanation:

Credibility is the quality of being trusted and believed in by the customer. A sales representative can establish credibility by being sincere and transparent, even if it means losing a sale. This shows that the sales rep is honest, ethical, and customer-centric, and that they value the customer's best interests over their own. Being sincere and transparent can also help the sales rep build rapport, loyalty, and referrals with the customer. The other options are not effective ways to establish credibility, as they may come across as manipulative, self-serving, or repetitive. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 126

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

Answer: C

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 # 127

A sales representative wants to gain access to new buyers by leveraging people who are loyal to them, likely to recommend their solution, and well respected in their organization.

Which type of customer does the sales rep want to target?

- A. Favorable
- **B. Champion**
- C. Supportive

Answer: B

Explanation:

A champion is a type of customer who is loyal to the sales rep, likely to recommend their solution, and well respected in their organization. A champion can help the sales rep gain access to new buyers by influencing their decision-making process, providing referrals and testimonials, and advocating for the solution within their organization.

References: <https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition>

NEW QUESTION # 128

A sales representative has spent countless hours on due diligence to make the appropriate recommendation. At the last minute, the customer makes an unexpected objection. The sales rep is surprised and wants to better understand where this objection is coming from.

Which approach should the sales rep take?

- A. Acknowledge the objection and try to close with a different tactic.
- **B. Revisit the discovery phase of the sales process.**
- C. Highlight customer success stories to build credibility.

Answer: B

Explanation:

The discovery phase of the sales process is where the sales representative uncovers the customer's pain points, needs, goals, and challenges. By revisiting the discovery phase, the sales rep can better understand where the objection is coming from, and whether it is a valid concern or a hidden motive. Revisiting the discovery phase can also help the sales rep restate the value proposition, reinforce the benefits of the solution, and address any gaps or misunderstandings that may have caused the objection. The other options are not effective approaches, as they may ignore the customer's perspective, damage the trust, or create more resistance.

References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Value Selling"

* [Sales Rep Training], unit "Sell with Value"

* Salesforce Certified Sales Representative Exam Guide, section "Value Selling"

NEW QUESTION # 129

What can help a sales representative frame a solution around a customer's business challenges?

- **A. Addressing the customer's pain points**
- B. Focusing on their personal sales targets
- C. Offering the lowest price possible

Answer: A

Explanation:

A sales representative can frame a solution around a customer's business challenges by addressing the customer's pain points. Pain points are the specific problems or issues that the customer is facing or wants to avoid. By understanding the customer's pain points, the sales representative can tailor the solution to meet the customer's needs and goals, and demonstrate how the solution can solve the customer's problems or prevent them from occurring. Addressing the customer's pain points also helps the sales representative to build trust and rapport, and to show the value and benefits of the solution. References: [Sales Rep Training: Present Solutions], [Cert Prep: Salesforce Certified Sales Representative: Present Solutions]

NEW QUESTION # 130

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