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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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	• 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.
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Salesforce Certified Sales Foundations Sample Questions (Q99-Q104):

NEW QUESTION # 99

A sales representative is negotiating with a customer to renew their agreement. Historically, the customer has been unwilling to purchase additional products due to cost concerns.

Which type of strategy should the sales rep use?

- A. Price skimming
- **B. Bundle pricing**
- C. Competitor-based pricing

Answer: B

Explanation:

A type of strategy that the sales rep should use when negotiating with a customer who has been unwilling to purchase additional products due to cost concerns is bundle pricing. Bundle pricing is a pricing strategy that involves offering a set of products or services together at a lower price than if they were sold separately.

Bundle pricing can help the sales rep to increase the perceived value of the solution, cross-sell or upsell additional products or services, and differentiate from competitors. Bundle pricing can also help the customer to save money, simplify the purchase decision, and meet their needs more effectively. References: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

NEW QUESTION # 100

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

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

Answer: B

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 # 101

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

- **A. Identify potential trigger events as the reason to reach out to prospects.**
- B. Connect with customers associated with the prospect on social media.
- C. Focus on personal details when communicating with the prospect.

Answer: A

Explanation:

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or

service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 102

A company is introducing a new product line.

How should a sales representative educate prospects on their products' key benefits?

- A. Social media marketing
- **B. Storytelling**
- C. Customer journey maps

Answer: B

Explanation:

Educating prospects about the key benefits of new products through storytelling is an effective approach.

Storytelling involves sharing examples, customer success stories, or hypothetical scenarios that illustrate how the product can be used and the benefits it delivers. This method helps prospects visualize the product in action and understand its value in a real-world context. Salesforce often highlights the importance of storytelling in sales to make products more relatable and to create a connection with potential customers.

Reference: Salesforce Blog - Storytelling in Sales

NEW QUESTION # 103

A sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment.

At which stage are they in the sales process?

- A. Collaborate
- B. Connect
- **C. Confirm**

Answer: C

Explanation:

The stage in the sales process where a sales representative delivers a proposal and checks in with the prospect on the perceived value and alignment is typically known as the "Confirm" stage. During this phase, the sales rep seeks to ensure that the proposal meets the prospect's needs and expectations, and that there is a mutual understanding of the value the solution offers. This step is crucial for moving towards closing the sale, as it involves resolving any outstanding questions or concerns and solidifying the prospect's commitment to proceeding. Salesforce outlines various stages in the sales process, and the confirmation stage is critical for validating that both parties are aligned before finalizing the deal.

Reference: Salesforce Sales Cloud - Sales Process

NEW QUESTION # 104

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