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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	 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 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	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 (Q68-Q73):

NEW QUESTION #68

When assigned a new sales territory, what is the first step toprioritizing selling efforts?

- A. Identify the territory's key accounts.
- B. Determine the number of accounts and territory size.
- C. Determine the physical location of each account.

Answer: A

Explanation:

The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision-makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory. References:

- * Sales Rep Training: Prioritize Your Selling Efforts
- * Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

NEW QUESTION #69

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. People
- B. Industry
- C. Business

Answer: A

Explanation:

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected bythe customer's business decisions, such as stakeholders, decision makers, influencers, endusers, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

NEW QUESTION #70

A sales representative has a low conversion rate during the proposal phase of the pipeline. They notice there are a few sentences about the prospect objectives, two pages on the specifications and deliverables, and then a small portion on the investment. Which adjustment will help the sales rep win more work by being more customer-centric?

- A. Remove the objectives since the prospect already knows them.
- B. Move the investment to the top to get the objection out of the way.
- C. Focus more on anticipated outcomes than deliverables.

Answer: C

Explanation:

A customer-centric proposalis one that emphasizes the value and benefits that the solution will provide to the customer, rather than

the features and specifications of the product or service. By focusing more on the anticipated outcomes, the sales rep can show how the solution aligns with the customer's objectives and needs, and how it will help them achieve their desired results. This will also help the sales rep differentiate themselves from the competition and build trust and credibility with the customer. References:

- * Cert Prep: Salesforce Certified Sales Representative, Unit 4: Value Selling
- * [Sales Rep Training], Unit 2: Sell with Value
- * Salesforce Certified Sales Representative Exam Guide, Section 4: Value Selling

NEW QUESTION #71

Which communication approach has a higher likelihood of achieving a customer relationship built on trust?

- A. Scheduling quarterly check-in calls.
- B. Appreciating the customer's time.
- C. Hosting monthly product webinars.

Answer: B

Explanation:

Appreciating the customer's time is a communication approach that fosters trust by acknowledging and respecting the value of their time. This approach involves being punctual for meetings, ensuring communications are concise and relevant, and expressing gratitude for their engagement. Building trust with customers is foundational to long-term relationships, and demonstrating respectfor their time is a tangible way to show that their needs and priorities are taken seriously. Salesforce highlights the importance of trust in customer relationships and recommends practices that contribute to a respectful and professional interaction. ference:Salesforce Blog - Building Customer Trust

NEW QUESTION #72

How can a sales rep use whiteboarding while exploring a customer's business challenges?

- A. To illustrate how a product fits in with other products in the catalog
- B. Toorganize ideas by level of importance
- C. To present solutions without input from the customer

Answer: B

Explanation:

A sales rep can use whiteboarding while exploring a customer's business challenges to organize ideas by level of importance. Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually capture and structure information during a sales conversation. Whiteboarding can help the sales rep to understand the customer's situation, needs, and goals, and to prioritize the most critical issues or opportunities.

Whiteboarding can also help the sales rep to engage the customer in a collaborative dialogue, and to demonstrate their expertise and credibility. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

NEW QUESTION #73

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