

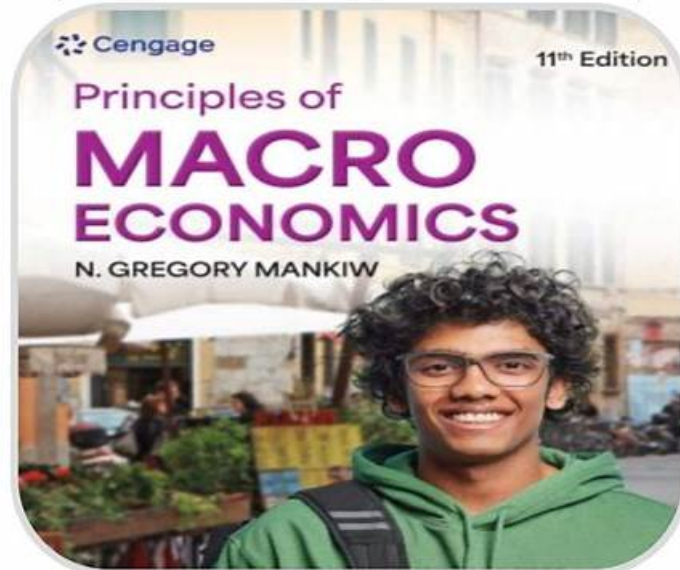
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Salesforce Certified Sales Foundations Sample Questions (Q83-Q88):

NEW QUESTION # 83

What is a key indicator of a healthy sales pipeline for a sales representative?

- A. A high volume of new deals entering the pipeline each month
- **B. A balanced distribution of deals across different stages of the pipeline**
- C. A high percentage of deals in the last stage of the pipeline

Answer: B

Explanation:

A key indicator of a healthy sales pipeline is a balanced distribution of deals across different stages. This balance indicates that there are sufficient new opportunities being generated, deals are progressing through the pipeline at a healthy pace, and there is a steady flow of closings. A well-balanced pipeline helps in forecasting revenue more accurately and ensures the sustainability of sales operations. Salesforce advocates for regular pipeline reviews and management to maintain this balance, ensuring that all stages from lead generation to closing are well attended to.

Reference: Salesforce Blog - Sales Pipeline Management

NEW QUESTION # 84

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer. What should the sales rep use to build their business case?

- A. Contract review
- **B. Value map**
- C. Feature list

Answer: B

Explanation:

A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer. A value map shows how the solution aligns with the customer's strategic objectives, key performance indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-tools>

NEW QUESTION # 85

A sales representative presents a solution and the customer is interested in moving forward. How can the sales rep gain the customer's commitment and close the deal?

- A. Develop a roadmap with complementary products.
- **B. Negotiate to finalize the contract.**
- C. Propose and schedule an additional demo.

Answer: B

Explanation:

Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction. References: <https://www.salesforce.com/resources/articles/sales-process/#negotiate>

NEW QUESTION # 86

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 # 87

A sales representative qualifies a prospect before moving to the next stage of the sales process. What key factors should a sales rep consider when assessing the probability of winning the business?

- A. Social media presence, website design, and customer reviews
- B. Location, number of employees, and market segment
- **C. Approved budget, authority, business need, and timing**

Answer: C

Explanation:

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 88

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