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Salesforce Certified Sales Foundations Sample Questions (Q66-Q71):

NEW QUESTION # 66

Which sales quota measurement focuses on the end result rather than the relationship with the customer?

- A. Calls made
- **B. Leadconversion rate**
- C. Onsite visits

Answer: B

Explanation:

A sales quota is a target or goal that a sales representative or a sales team is expected to achieve within a given period of time. Sales

quotas can be measured by different criteria, such as revenue, profit, units sold, market share, or customer satisfaction. A lead conversion rate is the percentage of leads that become customers. This is a sales quota measurement that focuses on the end result rather than the relationship with the customer, as it reflects the final outcome of the sales process. The other options are sales quota measurements that focus on the relationship with the customer, as they reflect the activities and interactions that the sales representative or the sales team performs to engage and nurture the leads. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"

* [Sales Rep Training], unit "Create Effective Selling Habits"

* Salesforce Certified Sales Representative Exam Guide, section "Assess Risks and Opportunities"

NEW QUESTION # 67

A sales representative is approached by a prospect who is having difficulty managing their customer data effectively and is struggling to track sales activity and customer interactions.

Which first step should the sales rep take to define the scope of a solution for the prospect?

- A. Assemble a diverse project team
- B. Suggest organizing their data in a spreadsheet.
- C. **Frame the challenge.**

Answer: C

Explanation:

The first step in defining the scope of a solution for a prospect is to frame the challenge, which means understanding the problem, the desired outcome, and the value proposition. Framing the challenge helps the sales rep to align with the prospect on their needs and goals, and to establish credibility and trust. Framing the challenge also helps the sales rep to identify the key stakeholders, decision makers, and influencers involved in the buying process, and to tailor their communication and messaging accordingly. References:

* Sales Rep Training: Define the Scope of a Solution

* Cert Prep: Salesforce Certified Sales Representative: Define the Scope of a Solution

NEW QUESTION # 68

A sales representative is working to understand a prospect's pain points, desired outcomes, and emotional drivers.

In which phase of the sales process is this deal?

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

Answer: C

Explanation:

Create is the phase of the sales process where this deal is when the sales rep is working to understand a prospect's pain points, desired outcomes, and emotional drivers. Create is the phase where the sales rep presents and demonstrates how their product can address the prospect's pain points and needs, and deliver tangible benefits and outcomes. Create is also where the sales rep builds rapport and trust with the prospect by showing empathy and understanding of their emotional drivers. References: <https://www.salesforce.com/resources/articles/sales-process/#sales-process-stages>

The create phase of the sales process is where the sales representative works to understand the prospect's pain points, desired outcomes, and emotional drivers. This phase involves asking open-ended questions, conducting discovery sessions, and identifying the prospect's challenges and goals. The create phase helps the sales representative to build rapport and trust with the prospect, and to uncover the value proposition and the solution fit for their needs. References:

* Sales Rep Training: Define the Scope of a Solution, unit "Use Discovery to Understand Customer Needs".

* Cert Prep: Salesforce Certified Sales Representative, unit "Define the Scope of a Solution".

NEW QUESTION # 69

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

- A. Change plans to provide a fresh view on each account.
- B. Survey the sales team and get recommendations.
- C. Assess prospect and account quality to prioritize leads.

Answer: C

Explanation:

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 70

A sales representative wants to track which opportunities in their pipeline contain items that customers need for an event next month. How does tracking this help the sales rep manage risk?

- A. These deals can move to the next stage.
- B. These deals can be expedited if required.
- C. These deals must be assigned a surcharge.

Answer: B

Explanation:

Tracking which opportunities in their pipeline contain items that customers need for an event next month helps the sales rep manage risk by allowing them to expedite these deals if required. These deals have a higher urgency and a shorter sales cycle than other deals, and they may face challenges such as inventory shortages, delivery delays, or customer dissatisfaction. By tracking these deals, the sales rep can prioritize them, communicate with the customer and the internal team, and ensure that the items are delivered on time and meet the customer's expectations. References: [Sales Rep Training: Manage Your Pipeline], [Cert Prep: Salesforce Certified Sales Representative: Manage Your Pipeline]

NEW QUESTION # 71

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