

# Pass Guaranteed Latest Sales-101 - Sample Salesforce Certified Sales Foundations Questions Answers



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## Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>

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## Salesforce Certified Sales Foundations Sample Questions (Q32-Q37):

### NEW QUESTION # 32

A sales representative is given an objection and shows respect for the customer's opinion. What level of listening is the sales rep leveraging?

- A. Attentive
- **B. Empathetic**
- C. Selective

**Answer: B**

Explanation:

Empathetic listening is the level of listening that the sales rep is leveraging when they show respect for the customer's opinion after receiving an objection. An objection is a reason or concern that the customer has for not buying the product or service that the sales rep offers. Empathetic listening is a type of listening that involves understanding and sharing the feelings and emotions of the customer, as well as acknowledging and validating their perspective. Empathetic listening helps to build trust and rapport, reduce resistance, and resolve objections.

### NEW QUESTION # 33

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

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

**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 # 34

A sales representative identifies a strong business case for a customer and hosts a demo to show them potential offerings and solutions.

What is the next sales pipeline stage the sales rep should enter to summarize and address the potential customer's needs?

- A. Lead Qualification
- B. Prospecting
- **C. Proposal**

**Answer: C**

Explanation:

According to the Salesforce Sales Representative Learning objectives, the proposal stage is the next step after the demo stage, where the sales rep should summarize the customer's needs, present the value proposition, and address any objections or concerns. The proposal stage is also where the sales rep should negotiate the terms and conditions of the deal, and ask for the customer's commitment to buy. References:

\* Sales Rep Training: Create Effective Selling Habits

### NEW QUESTION # 35

A sales representative wants to show a prospect the value of their product or service. Which type of document should the sales rep provide to the prospect?

- A. Marketing whitepaper
- B. Whitespace analysis
- C. Sales proposal

**Answer: C**

Explanation:

A sales proposal is a document that outlines the benefits and features of a product or service, as well as the pricing and terms of the deal. A sales proposal is designed to persuade the prospect to buy from the sales rep by showing them the value of the solution and how it meets their needs. A sales proposal should be customized to the specific prospect and their situation, and should include a clear call to action. References:

- \* Sales Rep Training: Create Effective Selling Habits (Unit: Write Winning Sales Proposals)
- \* Cert Prep: Salesforce Certified Sales Representative (Unit: Sales Strategy and Planning)

### NEW QUESTION # 36

A sales representative uses job titles as an indicator to qualify leads. Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead is engaged in the sales process
- B. Whether the lead is based within their region
- C. Whether the lead has sufficient buying power

**Answer: C**

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

### NEW QUESTION # 37

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