

Valid Sales-101 Study Plan - Certification Sales-101 Test Questions



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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.

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Salesforce Certified Sales Foundations Sample Questions (Q76-Q81):

NEW QUESTION # 76

A sales representative plans to attend a large industry conference.

How can the sales rep ensure the largest return on investment for attending the conference?

- **A. Develop a targeted plan and coordinate a series of touchpoints.**
- B. Set up meet and greet opportunities with attendees.
- C. Attend as many networking events as possible.

Answer: A

Explanation:

Developing a targeted plan and coordinating a series of touchpoints is a way to ensure the largest return on investment for attending a conference by maximizing the opportunities to connect with potential prospects, customers, and partners. A targeted plan should include identifying the goals, audience, and message for the conference, as well as scheduling meetings, events, and follow-ups with key contacts. References: [https://www.](https://www.salesforce.com/resources/articles/sales-conference/#sales-conference-tips)

[salesforce.com/resources/articles/sales-conference/#sales-conference-tips](https://www.salesforce.com/resources/articles/sales-conference/#sales-conference-tips)

NEW QUESTION # 77

A sales representative just closed a deal and wants to make sure the customer is set up for success.

How can the sales rep ensure the customer has a great experience with the product?

- A. Share other customer success stories.
- **B. Provide timely support and training.**
- C. Recommend additional products and services.

Answer: B

Explanation:

Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product.

Support and training help the customer to use the product effectively, efficiently, and confidently, as well as to troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer. References: [https://www.salesforce.com/resources](https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips)

[/articles/customer-service/#customer-service-tips](https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips)

NEW QUESTION # 78

A prospect visited a company's website and completed a form expressing interest in a product.

What should a sales rep focus on when qualifying the prospect?

- **A. Customer needs**
- B. Marketing goals
- C. Product features

Answer: A

Explanation:

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product. References: [https://www.salesforce.com/resources/articles/sales-process](https://www.salesforce.com/resources/articles/sales-process/#qualify)

[/articles/sales-process/#qualify](https://www.salesforce.com/resources/articles/sales-process/#qualify)

NEW QUESTION # 79

What measure will yield the most actionable information about an organization's territory model success?

- A. Pipeline

- B. Organization-defined key metric
- C. Annualized Contract Value

Answer: B

Explanation:

An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. References: <https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics>

NEW QUESTION # 80

A sales representative receives an objection and encourages the customer to elaborate on their hesitation and responses. Which type of questions are they leveraging?

- A. Clarifying
- B. Change
- C. Confirming

Answer: A

Explanation:

Clarifying questions are the type of questions that the sales rep is leveraging when they encourage the customer to elaborate on their hesitation and responses. Clarifying questions are questions that help to understand, verify, or confirm the information or meaning of what the customer says. Clarifying questions help to avoid confusion, misunderstanding, or miscommunication, as well as to provide relevant information or solutions. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 81

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