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Salesforce Sales-101 Exam Syllabus Topics:

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

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Salesforce Certified Sales Foundations Sample Questions (Q91-Q96):

NEW QUESTION # 91

A sales representative wants to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution.

What should they use?

- A. Success story
- B. Summary statement
- C. Solution unit

Answer: A

Explanation:

A success story is what the sales representative should use to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution, because it shows the customer how the sales rep's solution has helped other customers with similar needs and challenges, and what results and benefits they have achieved. A success story can also help to build trust and credibility with the customer, and inspire them to take action. A summary statement or a solution unit are not the best answers, because they are not as effective as a success story in demonstrating the sales rep's competitive advantage. A summary statement is a brief recap of the customer's situation, needs, and desired outcomes, but it does not show how the sales rep's solution can meet them. A solution unit is a specific feature or benefit of the sales rep's solution, but it does not show how it has worked for other customers or what outcomes it can deliver. References: Certification - Sales Representative - Trailhead, Sales Rep Training: Customer Engagement - Trailhead

NEW QUESTION # 92

A sales representative is aware of an upcoming end-of-contract period for a key customer.

How should the sales rep adapt their sales activities to address this change?

- A. Wait for the contract to expire before engaging with the customer.
- B. Proactively engage with the customer to renew or expand the contract.
- C. Focus on finding new customers to replace the potentially last contract.

Answer: B

Explanation:

Proactively engaging with the customer to renew or expand the contract is how the sales rep should adapt their sales activities to address the upcoming end-of-contract period for a key customer. Proactively engaging means reaching out to the customer before the contract expires, and initiating a conversation about their satisfaction, needs, and goals. This helps to build trust and loyalty, demonstrate value and differentiation, and identify opportunities to renew or upsell the contract. References: <https://www.salesforce.com/resources/articles/account-management/#account-management-renewals>

NEW QUESTION # 93

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

- A. Connect with customers associated with the prospect on social media.
- B. Identify potential trigger events as the reason to reach out to prospects.
- C. Focus on personal details when communicating with the prospect.

Answer: B

Explanation:

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when

assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 94

A sales representative has a pipeline with a mix of opportunities at various stages.

The sales rep wants to improve stage velocity.

What should the sales rep do to improve stage velocity?

- A. Obtain guidance from a manager and create a follow-up cadence.
- B. Survey customers and engage them when the customer requests.
- C. Sort deals by size and focus on the largest ones first.

Answer: A

Explanation:

Obtaining guidance from a manager and creating a follow-up cadence is what the sales rep should do to improve stage velocity. Stage velocity is the measure of how fast an opportunity moves from one stage to another in the sales process. Obtaining guidance from a manager helps to get feedback, advice, and support on how to advance the opportunity. Creating a follow-up cadence helps to maintain communication, engagement, and momentum with the customer. References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics>

NEW QUESTION # 95

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

Answer: B

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 # 96

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