

# Reliable Sales-101 Exam Preparation & Sales-101 Exam Outline



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Our Salesforce Certified Sales Foundations (Sales-101) exam dumps give help to give you an idea about the actual Salesforce Certified Sales Foundations (Sales-101) exam. You can attempt multiple Salesforce Certified Sales Foundations (Sales-101) exam questions on the software to improve your performance. You have the option to change the topic and set the time according to the actual Salesforce Sales-101 Exam.

## Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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>
Topic 2	<ul style="list-style-type: none"><li>• Deal Management: This section of the exam measures skills of Account Executives and includes qualifying prospects, understanding customer strategies and challenges, and defining solution scope. It emphasizes presenting value propositions, addressing challenges to close deals, and securing customer commitment for formal contracts.</li></ul>
Topic 3	<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 4	<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>

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## Salesforce Certification Sales-101 exam pdf

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learning material carries the actual and potential exam questions, which you can expect in the actual exam.

## Salesforce Certified Sales Foundations Sample Questions (Q111-Q116):

### NEW QUESTION # 111

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

**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 # 112

A sales representative wants to gain access to new buyers by leveraging people who are loyal to them, likely to recommend their solution, and well respected in their organization. Which type of customer does the sales rep want to target?

- A. Favorable
- **B. Champion**
- C. Supportive

**Answer: B**

Explanation:

A champion is a type of customer who is loyal to the sales rep, likely to recommend their solution, and well respected in their organization. A champion can help the sales rep gain access to new buyers by influencing their decision-making process, providing referrals and testimonials, and advocating for the solution within their organization. References: <https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition>

### NEW QUESTION # 113

A sales representative wants to highlight a customer's return on their investment. Which type of analysis should the sales rep use to show this?

- A. Root cause analysis
- **B. Cost benefit analysis**
- C. SWOT analysis

**Answer: B**

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

- \* Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".
- \* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".
- \* How to calculate your Return on Customer Investment.

### NEW QUESTION # 114

How does understanding a customer's business strategies and goals help a sales representative scope a solution?

- A. Helps predict if the opportunity will close in the current quarter
- **B. Tailors the sales pitch and offers to align with the customers objectives**
- C. Allows the sales rep to move on to their next deal more quickly

**Answer: B**

Explanation:

Tailoring the sales pitch and offers to align with the customers objectives is how understanding a customer's business strategies and goals helps a sales rep scope a solution. Scoping a solution means defining and presenting the features, benefits, and value of the product that can address the customer's pain points and needs. Tailoring the sales pitch and offers helps to show how the solution can help the customer achieve their desired outcomes, as well as to differentiate it from

competitors. References: <https://www.salesforce.com>

/resources/articles/sales-process/#present

### NEW QUESTION # 115

Which factor can the sales representative focus on to win the customer first and support their sales quota long term?

- **A. Customer experience**
- B. Product evangelism
- C. Maximizing opportunities

**Answer: A**

Explanation:

Customer experience is the factor that the sales representative can focus on to win the customer first and support their sales quota long term, because it is the sum of all the interactions and emotions that the customer has with the sales representative and the company throughout the sales cycle and beyond. A positive customer experience can lead to customer satisfaction, loyalty, retention, and advocacy, which can result in repeat purchases, referrals, and testimonials. Product evangelism and maximizing opportunities are not the best answers, because they are more focused on the sales representative's own goals and interests, rather than the customer's. Product evangelism is about promoting the product's features and benefits, but it may not address the customer's specific needs or challenges. Maximizing opportunities is about increasing the contract value or volume, but it may not align with the customer's budget or expectations. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

### NEW QUESTION # 116

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