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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
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"> • 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 4	<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.

Salesforce Certified Sales Foundations Sample Questions (Q45-Q50):

NEW QUESTION # 45

A sales representative is having a difficult time identifying the root cause of their customer's issue. The sales rep knows they need to first acknowledge the customer's experience and perspective.

What is the recommended action the sales rep should take next?

- A. Make recommendations.
- **B. Show empathy.**
- C. Provide a product demo.

Answer: B

Explanation:

When faced with a customer issue and after acknowledging the customer's experience, the recommended next step for a sales representative is to show empathy. Empathy involves understanding and sharing the feelings of another, which in this context means recognizing the impact of the issue on the customer and conveying genuine concern. This approach helps build a rapport and trust with the customer, demonstrating that the sales rep is not just focused on a transaction but cares about the customer's overall experience and success.

Salesforce emphasizes the importance of empathy in customer interactions as a way to strengthen relationships and foster loyalty.

Reference:Salesforce Blog - Empathy in Sales

NEW QUESTION # 46

A sales representative wants to drive the adoption of a new product with a customer.

How should the sales rep address the customer's question: "What's in it for me?"

- **A. Articulate the business value.**
- B. Offer a product sample.
- C. Provide product documentation.

Answer: A

Explanation:

Articulating the business value is how the sales rep should address the customer's question: "What's in it for me?" Business value is the benefit or advantage that the product provides to the customer in terms of improving their situation, solving their problems, fulfilling their needs, or achieving their goals. Articulating the business value helps to show the customer how the product can help them succeed and grow. References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition>

NEW QUESTION # 47

A new sales representative is struggling to fill the top of their sales funnel.

What is the potential benefit of revisiting dead opportunities?

- **A. To determine if the customer needs have changed**
- B. To gain customer feedback and improve their approach
- C. To see if new decision makers are available

Answer: A

Explanation:

Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit.

Revisiting dead opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 48

A sales representative clarifies how a specific customer will benefit from the solution proposed.

Which part of a solution unit is the sales rep using?

- A. Application
- **B. Benefit**
- C. Fact

Answer: B

Explanation:

A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer's pain points and needs. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition>

NEW QUESTION # 49

A junior sales representative is trying to develop relationships with customers in an industry that is changing rapidly. In addition, the number of channels to engage with customers has increased.

How can the sales rep identify the most effective way to communicate with new and existing customers?

- **A. Collaborate with internal departments.**
- B. Follow standard sales scripts.
- C. Continue using methods that have worked in the past.

Answer: A

Explanation:

In an industry that's rapidly changing and with increasing channels to engage customers, a junior sales representative can identify the most effective communication methods by collaborating with internal departments. Teams such as marketing, customer service, and others who interact with customers can provide insights into customer preferences and effective communication strategies. This collaborative approach allows for a broader understanding of customer behaviors and trends, leading to more tailored and effective engagement strategies. Salesforce encourages cross-departmental collaboration to leverage diverse insights and expertise, enhancing customer engagement efforts.




Reference: Salesforce Blog - Collaborative Selling

NEW QUESTION # 50

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