

Free PDF Quiz 2025 Salesforce Sales-101: The Best Salesforce Certified Sales Foundations Questions Answers



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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	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.
Topic 3	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	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 5	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.

>> Sales-101 Questions Answers <<

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Salesforce Certified Sales Foundations Sample Questions (Q46-Q51):

NEW QUESTION # 46

A sales representative worked with a primary account for the past year. They want to make sure they continue providing the best possible service and value to the customer.

How can the sales rep comprehensively assess the effectiveness of their account management strategy?

- A. Performance reviews with their team
- B. Customer satisfaction surveys
- C. Key performance indicators (KPIs)

Answer: C

Explanation:

Key performance indicators (KPIs) are measures that can help the sales rep comprehensively assess the effectiveness of their account management strategy. KPIs are quantifiable metrics that reflect how well the sales rep is achieving their account management goals and objectives, such as revenue growth, customer retention, customer satisfaction, cross-selling, upselling, etc. KPIs help to track progress, identify strengths and weaknesses, and improve

performance. References: <https://www.salesforce.com/resources/articles/account-management/#account-management-kpis>

NEW QUESTION # 47

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 based within their region
- B. Whether the lead is engaged in the sales process
- 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 # 48

A sales representative wants to prioritize their leads based on the likelihood to buy.

Which leads should be given the highest priority?

- A. Sales-qualified
- B. Marketing-qualified
- C. New-unqualified

Answer: A

Explanation:

Sales-qualified leads are leads that have been vetted by both marketing and sales teams and have expressed a clear interest in buying. They have gone through the stages of lead generation, lead nurturing, and lead qualification, and have met the criteria for being ready to buy. Sales-qualified leads should be given the highest priority, as they are the most likely to convert into customers and generate revenue. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Sales Strategy and Planning".

* The Ultimate Guide to Lead Prioritization, section "Focus on inbound leads".

NEW QUESTION # 49

A sales representative is strategizing on how to most effectively communicate with a key prospect. Which approach should they take?

- A. Repeat key messaging to make sure it lands with the prospect.
- **B. Provide unique selling points to the prospect that add value each time.**
- C. Send emails to the prospect less frequently.

Answer: B

Explanation:

Providing unique selling points to the prospect that add value each time is the approach that the sales rep should take to communicate with a key prospect. A unique selling point is a feature or benefit of the product that distinguishes it from competitors and appeals to the prospect's pain points or needs. Providing unique selling points helps to show how the product can help the prospect succeed and grow, as well as to persuade them to take action.

NEW QUESTION # 50

A sales representative is looking for ways to engage with a prospect at a greenfield account on a digital platform. Which customer-centric approach should be used by the sales rep?

- A. Upsell to a prospect at an existing account.
- B. Send an email with content links to a prospect.
- **C. Promote a prospect's content on social media.**

Answer: C

Explanation:

Promoting a prospect's content on social media is a customer-centric approach that can be used by the sales rep to engage with a prospect at a greenfield account on a digital platform, because it shows that the sales rep is interested in the prospect's work and values their expertise. This can help to build rapport and trust with the prospect, and create an opportunity for further conversation and relationship building. Upselling to a prospect at an existing account or sending an email with content links to a prospect are not customer-centric approaches, because they are more focused on the sales rep's own goals and interests, rather than the prospect's. Upselling to a prospect at an existing account is not relevant to a greenfield account, which is a new account with no prior relationship or history with the sales rep or the company. Sending an email with content links to a prospect may be seen as spammy or intrusive, and may not capture the prospect's attention or interest. References: Certification - Sales Representative - Trailhead, Sales Rep Training: Customer Engagement - Trailhead

NEW QUESTION # 51

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