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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">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 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.
Topic 4	<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 5	<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.

Salesforce Certified Sales Foundations Sample Questions (Q85-Q90):

NEW QUESTION # 85

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 engaged in the sales process
- B. Whether the lead is based within their region
- 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 # 86

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. People
- B. Business
- C. Industry

Answer: A

Explanation:

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

NEW QUESTION # 87

A sales representative wants to track which opportunities in their pipeline contain items that customers need for an event next month. How does tracking this help the sales rep manage risk?

- A. These deals must be assigned a surcharge.
- B. These deals can move to the next stage.
- C. These deals can be expedited if required.

Answer: C

Explanation:

Tracking which opportunities in their pipeline contain items that customers need for an event next month helps the sales rep manage risk by allowing them to expedite these deals if required. These deals have a higher urgency and a shorter sales cycle than other deals, and they may face challenges such as inventory shortages, delivery delays, or customer dissatisfaction. By tracking these deals, the sales rep can prioritize them, communicate with the customer and the internal team, and ensure that the items are delivered on time and meet the customer's expectations. References: [Sales Rep Training: Manage Your Pipeline], [Cert Prep: Salesforce Certified Sales Representative: Manage Your Pipeline]

NEW QUESTION # 88

A sales representative is preparing a presentation to showcase the value proposition of their solution to a prospect. What should be the main objective of this presentation?

- A. To build credibility with the prospect using their public speaking skills and professional appearance
- **B. To communicate how the solution addresses the prospect's pain points and needs, and delivers tangible return on investment (ROI)**
- C. To provide an in-depth analysis of the prospect's competitors and market trends

Answer: B

Explanation:

The main objective of a value proposition presentation is to show the prospect how the solution can solve their problems, fulfill their needs, and provide them with benefits that outweigh the costs. A value proposition presentation should highlight the unique features and advantages of the solution, as well as quantify the expected outcomes and ROI for the prospect. References: <https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation>

NEW QUESTION # 89

A sales representative wants to interact with prospects on platforms they use regularly. Which approach should the sales rep take?

- **A. Social selling**
- B. Cold calling
- C. Lead nurturing

Answer: A

Explanation:

Social selling is the approach that the sales rep should take to interact with prospects on platforms they use regularly. Social selling means using social media platforms (such as LinkedIn, Twitter, Facebook, etc.) to connect with prospects, build relationships, and generate leads. Social selling helps to increase brand awareness, trust, and credibility, as well as to provide value and insights to prospects. References: <https://www.salesforce.com/resources/articles/social-selling/#social-selling-definition>

NEW QUESTION # 90

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