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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	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 4	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	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.

Salesforce Certified Sales Foundations Sample Questions (Q70-Q75):

NEW QUESTION # 70

After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer. How should the sales rep build credibility with the prospect to better their chances of a successful pitch?

- A. Base the pitch on the sales rep's company's proven, most successful product lines.
- **B. Base the pitch on discovery research into the prospect's customers' challenges.**
- C. Base the pitch on what the prospect has explicitly told them in previous conversations.

Answer: B

Explanation:

Basing the pitch on discovery research into the prospect's customers' challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework, understands the prospect's business and market situation, and can provide solutions that can help them serve their customers better. References: <https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips>

NEW QUESTION # 71

A sales representative presented a solution and overcame the objections, but the prospect is still not completely ready to commit. The sales rep suspects the prospect is unsure about the product and will want to return it. The sales rep decides to let the prospect try out the product for a predetermined period. Which type of close was chosen?

- **A. Puppy Dog**
- B. Assumptive
- C. Summary

Answer: A

Explanation:

A puppy dog close is a sales technique that involves letting the prospect try out the product or service for a limited time, hoping that they will fall in love with it and buy it. This type of close is often used for products that have a high emotional appeal, such as cars, jewelry, or pets. The sales representative in this scenario chose a puppy dog close because they suspected the prospect was unsure about the product and wanted to give them a chance to experience its benefits firsthand. References:

* Cert Prep: Salesforce Certified Sales Representative, Unit 5: Close the Deal

* [Sales Rep Training], Unit 2: Close the Deal

* Salesforce Certified Sales Representative Exam Guide, Section 5: Closing Deals

NEW QUESTION # 72

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer. What are these instructions known as?

- A. Standard engagement steps

- B. Fulfilment procedures
- C. Standard operating procedures

Answer: C

Explanation:

Standard operating procedures (SOPs) are detailed instructions that describe how to perform a specific task or process. SOPs help to ensure consistency, quality, and compliance in fulfilling orders for different customers.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 73

How does a sales representative determine if a customer might be a valid prospect for the product?

- A. Review the customer's website and tell the prospect that the product will solve their problems.
- B. Understand the customer's pain points and what they attempted in the past that was unsuccessful.
- C. Uncover what the customer is planning to do and the executive staff's purchasing preferences.

Answer: B

Explanation:

Understanding the customer's pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer's needs, challenges, goals, and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value.

References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 74

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

- A. Discovery
- B. Renewal
- C. Negotiation

Answer: A

Explanation:

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect's pain points, needs, goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer.

References: [https://www.salesforce.com/resources](https://www.salesforce.com/resources/articles/sales-process/#discovery)

[/articles/sales-process/#discovery](https://www.salesforce.com/resources/articles/sales-process/#discovery)

NEW QUESTION # 75

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Sales-101 Study Reference: <https://www.actual4dumps.com/Sales-101-study-material.html>

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