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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 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	• 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 4	• 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.

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Salesforce Certified Sales Foundations Sample Questions (Q75-Q80):

NEW QUESTION # 75

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. Supportive
- B. Favorable
- C. Champion

Answer: C

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 # 76

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 # 77

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Compare risks and benefits using features, advantages, and benefits (FAB).
- B. Stand by the solution and point out their misunderstanding.
- C. Ask questions to determine if they can get the deal back on track.

Answer: C

Explanation:

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections.

References: <https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

NEW QUESTION # 78

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle.

Which strategy helps minimize price challenges?

- A. Presenting a discount at the beginning of the conversation.
- **B. Building in value-based conversation from the beginning.**
- C. Showing a competitor pricing matrix during the meeting.

Answer: B

Explanation:

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation involves asking open-ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them.

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

NEW QUESTION # 79

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 # 80

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