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Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

Topic	Details
Topic 1	Planning: In this topic, Salesforce Sales Professionals examine the elements of territory planning, such as account segmentation and prioritization. The focus of this topic is on creating approaches to engage key accounts effectively and developing robust business relationships with essential roles and personas.

Topic 2	• Customer Success: While covering this topic, sales professionals identify actions required for order booking and fulfillment. Recognizing the post-sales customer journey and assessing expected and realized value ensures alignment with customer goals, a vital area of knowledge for the exam.
Topic 3	• Customer Engagement: In this topic, Salesforce Sales Professionals explore how to demonstrate thought leadership to shift customer perspectives and align solutions with needs. Moreover, the topic focuses on leveraging multiple touchpoints builds prospect interest, while nurturing relationships enhances product adoption.
Topic 4	• Forecasting: In this topic, Salesforce Sales Professionals assess forecast accuracy to drive opportunity consistency and evaluate risks and opportunities in business deals. Understanding key inputs for the forecasting process helps optimize predictions, an essential skill for the Salesforce Certified Sales Representative Exam.

Salesforce Certified Sales Representative Sample Questions (Q11-Q16):

NEW QUESTION # 11

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

- A. Phone calls provide immediate feedback whether the lead is worth pursuing.
- B. Key decision makers usually respond more readily to phone calls.
- C. Phone calls are a quicker and more scalable method of contact.

Answer: A

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively.

References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 12

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. Summary
- B. Assumptive
- C. Puppy Dog

Answer: C

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 # 13

A sales representative identifies a strong business case for a customer and hosts a demo to show them potential offerings and solutions.

What is the next sales pipeline stage the sales rep should enter to summarize and address the potential customer's needs?

- A. Lead Qualification
- **B. Proposal**
- C. Prospecting

Answer: B

Explanation:

According to the Salesforce Sales Representative Learning objectives, the proposal stage is the next step after the demo stage, where the sales rep should summarize the customer's needs, present the value proposition, and address any objections or concerns.

The proposal stage is also where the sales rep should negotiate the terms and conditions of the deal, and ask for the customer's commitment to buy. Reference:

Sales Rep Training: Create Effective Selling Habits

Sales Pipeline Stages: A Visual Guide

NEW QUESTION # 14

A sales representative is struggling with forecast accuracy due to a lack of insight into the potential success of various opportunities.

Which technique will help improve the sales rep's forecasting accuracy?

- A. Prioritizing deals based on seller intuition
- **B. Implementing AI-based deal scoring systems**
- C. Focusing on industry trends to predict future outcomes

Answer: B

Explanation:

One of the techniques that can help improve the sales rep's forecasting accuracy is implementing AI-based deal scoring systems, such as Salesforce Einstein. AI-based deal scoring systems use machine learning algorithms to analyze historical and real-time data from various sources, such as CRM, email, calendar, and social media, and assign a score to each opportunity based on the likelihood of closing. The score reflects factors such as the customer's engagement level, buying signals, past behavior, and fit with the ideal customer profile. By using AI-based deal scoring systems, the sales rep can prioritize the most promising opportunities, focus on the best actions to move them forward, and forecast more accurately and confidently. References:

* Improve Sales Forecasting Accuracy with These Best Practices, section "Use AI to Score Deals".

* How to Improve Sales Forecasting Accuracy, section "Use AI to Score Deals".

NEW QUESTION # 15

What is the desired outcome of an upsell proposal?

- A. To decrease customer churn rate
- B. To maintain current agreement during a renewal
- **C. To optimize existing product offerings**

Answer: C

Explanation:

The desired outcome of an upsell proposal is to optimize existing product offerings by selling more features or services to an existing customer. Upselling helps to increase customer satisfaction, loyalty, and retention by providing them with more value and benefits from the product. Upselling also helps to increase revenue and profitability for the sales rep and the company. References:

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

NEW QUESTION # 16

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