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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	• 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 3	• 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 (Q65-Q70):

NEW QUESTION # 65

A prospect visited a company's website and completed a form expressing interest in a product. What should a sales rep focus on when qualifying the prospect?

- A. Customer needs
- B. Marketing goals
- C. Product features

Answer: A

Explanation:

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 66

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

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

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 # 67

A sales representative has a pipeline with a mix of opportunities at various stages. The sales rep wants to improve stage velocity. What should the sales rep do to improve stage velocity?

- A. Obtain guidance from a manager and create a follow-up cadence.
- B. Survey customers and engage them when the customer requests.
- C. Sort deals by size and focus on the largest ones first.

Answer: A

Explanation:

Obtaining guidance from a manager and creating a follow-up cadence is what the sales rep should do to improve stage velocity. Stage velocity is the measure of how fast an opportunity moves from one stage to another in the sales process. Obtaining guidance from a manager helps to get feedback, advice, and support on how to advance the opportunity. Creating a follow-up cadence helps to maintain communication, engagement, and momentum with the customer. References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics>

NEW QUESTION # 68

A sales representative clarifies how a specific customer will benefit from the solution proposed.

Which part of a solution unit is the sales rep using?

- A. Application
- **B. Benefit**
- C. Fact

Answer: B

Explanation:

A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer's pain points and needs. References: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition>

NEW QUESTION # 69

A sales representative is approached by a prospect who is having difficulty managing their customer data effectively and is struggling to track sales activity and customer interactions.

Which first step should the sales rep take to define the scope of a solution for the prospect?

- A. Suggest organizing their data in a spreadsheet.
- B. Assemble a diverse project team.
- **C. Frame the challenge.**

Answer: C

Explanation:

The first step in defining the scope of a solution for a prospect is to frame the challenge, which means understanding the problem, the desired outcome, and the value proposition. Framing the challenge helps the sales rep to align with the prospect on their needs and goals, and to establish credibility and trust. Framing the challenge also helps the sales rep to identify the key stakeholders, decision makers, and influencers involved in the buying process, and to tailor their communication and messaging accordingly. References:

* Sales Rep Training: Define the Scope of a Solution

* Cert Prep: Salesforce Certified Sales Representative: Define the Scope of a Solution

NEW QUESTION # 70

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