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Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none">Deal Management: Salesforce Sales Professionals learn to qualify prospects and progress them through sales stages. In this topic, emphasis is placed on understanding customer goals, challenges, and initiatives to present tailored value propositions. Identifying obstacles, gaining commitment, and finalizing contracts are integral steps to successful deal management, a crucial focus area of the exam.
Topic 3	<ul style="list-style-type: none">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 4	<ul style="list-style-type: none">Pipeline Management: In this topic, Salesforce Sales Professionals develop skills to generate and evaluate pipeline opportunities. Candidates also focus on analyzing pipeline health insights. It ensures data integrity, improves relevance, and enables accurate stage progression. These competencies underpin successful pipeline management strategies, measured in the Salesforce Certified Sales Representative Exam.

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Salesforce Certified Sales Representative Sample Questions (Q102-Q107):

NEW QUESTION # 102

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. Product features
- C. Marketing goals

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. Reference:

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

NEW QUESTION # 103

A sales representative has a customer who is indecisive about the proposed solution and hesitant to close the contract. How should the sales rep convince the customer to find the solution invaluable and close the contract?

- A. Extend a free trial.
- B. Bundle additional products.
- C. Offer promotional discounts.

Answer: C

Explanation:

Offering promotional discounts is a way to convince an indecisive customer to find the solution invaluable and close the contract by creating a sense of urgency, exclusivity, and reciprocity. Promotional discounts can motivate the customer to act quickly before they miss out on a good deal, as well as make them feel special and appreciated for choosing your solution. Reference:

<https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples>

NEW QUESTION # 104

A sales representative wants to foster team selling, increase customer satisfaction, and decrease customer attrition at a critical account.

Which business capability can help implement these goals?

- A. Account and Contact Management
- B. Territory Management
- C. Account Planning

Answer: C

Explanation:

Account planning is the business capability that can help a sales representative foster team selling, increase customer satisfaction, and

decrease customer attrition at a critical account. Account planning is the process of creating and executing a strategic plan for each key account, based on the account's goals, challenges, needs, and opportunities. Account planning helps the sales representative to align with the account team, understand the customer's business and industry, identify and prioritize the most valuable opportunities, and deliver personalized solutions that drive customer success and loyalty. Reference: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

NEW QUESTION # 105

What measure will yield the most actionable information about an organization's territory model success?

- A. Annualized Contract Value
- B. Pipeline
- C. Organization-defined key metric

Answer: C

Explanation:

An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. Reference: <https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics>

NEW QUESTION # 106

How can a sales representative identify and generate new pipeline?

- A. Attend industry conferences.
- B. Provide client support.
- C. Conduct product demos.

Answer: C

NEW QUESTION # 107

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