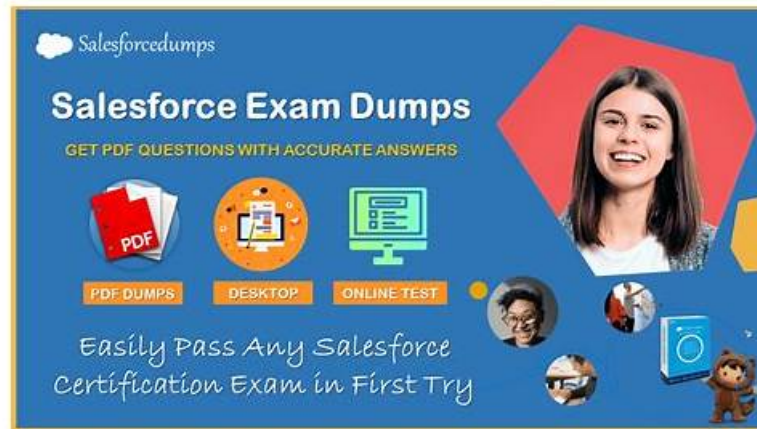


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Salesforce Certified Sales Representative Sample Questions (Q59-Q64):

NEW QUESTION # 59

A sales representative's existing customer is opening offices in new regions. What should the sales rep focus on to increase the contract value?

- A. Efficiency target
- B. Growth target
- C. Expansion target

Answer: C

Explanation:

Expansion target is the best answer because it refers to the opportunity to sell more products or services to an existing customer who is growing their business or entering new markets. The sales rep should focus on understanding the customer's needs and goals in the new regions, and offer solutions that can help them achieve them. Efficiency target and growth target are not relevant to this scenario, because they are related to the sales rep's own performance and objectives, not the customer's. Efficiency target is about improving the sales rep's productivity and effectiveness, while growth target is about acquiring new customers or increasing market share.

Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 60

A sales representative wants to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution.

What should they use?

- A. Solution unit
- B. Summary statement
- C. Success story

Answer: C

Explanation:

A success story is what the sales representative should use to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution, because it shows the customer how the sales rep's solution has helped other customers with similar needs and challenges, and what results and benefits they have achieved. A success story can also help to build trust and credibility with the customer, and inspire them to take action. A summary statement or a solution unit are not the best answers, because they are not as effective as a success story in demonstrating the sales rep's competitive advantage. A summary statement is a brief recap of the customer's situation, needs, and desired outcomes, but it does not show how the sales rep's solution can meet them. A solution unit is a specific feature or benefit of the sales rep's solution, but it does not show how it has worked for other customers or what outcomes it can deliver. References: Certification - Sales Representative - Trailhead, Sales Rep Training: Customer Engagement - Trailhead

NEW QUESTION # 61

How can a sales representative best identify a customer's challenges and initiatives?

- A. Present an overview of new products their company has brought to market.
- B. Ask "yes" or "no" questions to make the discussion efficient.
- C. Elicit detailed responses by asking open-ended questions during meetings.

Answer: C

Explanation:

Asking open-ended questions is a key skill for sales representatives, as it allows them to uncover the customer's challenges and initiatives, as well as their goals, needs, and pain points. Open-ended questions are those that cannot be answered with a simple "yes" or "no", but require the customer to provide more information and explanation. For example, instead of asking "Are you happy with your current solution?", a sales rep can ask

"What are the main challenges you are facing with your current solution?" or "How does your current solution help you achieve your goals?" By eliciting detailed responses, the sales rep can gain a deeper understanding of the customer's situation, identify opportunities to add value, and tailor their solution accordingly. References:

* Sales Rep Training: Prepare Your Team to Sell Successfully, unit "Ask Open-Ended Questions to Uncover Customer Needs".

* Cert Prep: Salesforce Certified Sales Representative, unit "Use Discovery to Understand Customer Needs".

NEW QUESTION # 62

A sales representative is working to understand a prospect's pain points, desired outcomes, and emotional drivers.

In which phase of the sales process is this deal?

- A. Create
- B. Connect

- C. Collaborate

Answer: A

Explanation:

Create is the phase of the sales process where this deal is when the sales rep is working to understand a prospect's pain points, desired outcomes, and emotional drivers. Create is the phase where the sales rep presents and demonstrates how their product can address the prospect's pain points and needs, and deliver tangible benefits and outcomes. Create is also where the sales rep builds rapport and trust with the prospect by showing empathy and understanding of their emotional drivers. Reference:

<https://www.salesforce.com/resources/articles/sales-process/#sales-process-stages> The create phase of the sales process is where the sales representative works to understand the prospect's pain points, desired outcomes, and emotional drivers. This phase involves asking open-ended questions, conducting discovery sessions, and identifying the prospect's challenges and goals. The create phase helps the sales representative to build rapport and trust with the prospect, and to uncover the value proposition and the solution fit for their needs. Reference:

Sales Rep Training: Define the Scope of a Solution, unit "Use Discovery to Understand Customer Needs".

Cert Prep: Salesforce Certified Sales Representative, unit "Define the Scope of a Solution".

NEW QUESTION # 63

What is a prerequisite for preparing an initial proposal that will bring value to the prospect?

- A. Use a template to create a framework.
- B. Provide as much technical information as possible.
- C. Discover their business needs.

Answer: C

Explanation:

A prerequisite for preparing an initial proposal that will bring value to the prospect is to discover their business needs. This involves asking open-ended questions, listening actively, and using whiteboarding or other techniques to explore and understand the prospect's situation, goals, challenges, and pain points. By discovering their business needs, the sales representative can tailor the proposal to address the specific problems or opportunities that the prospect is facing, and to demonstrate how the solution can deliver value and benefits to the prospect. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

NEW QUESTION # 64

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