

Latest Sales-101 Exam Practice - Frenquent Sales-101 Update



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none">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.
Topic 3	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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.

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Frenquent Sales-101 Update - New Sales-101 Exam Papers

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Sales Foundations, and join a group of certified and skilled professionals? If yes, getting the Salesforce Sales-101 exam questions by Exam4Free is a perfect start to your Salesforce Certified Sales Foundations exam preparation.

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

NEW QUESTION # 75

A sales representative wants to improve the overall health of their pipeline.

Why is it important to take a strategic approach to prospecting?

- A. Increase the number of customer engagements.
- B. Improve efficiency and return on investment.
- C. Reduce non-selling administrative efforts.

Answer: B

Explanation:

Prospecting is the process of identifying and reaching out to potential customers who are likely to buy your product or service.

Taking a strategic approach to prospecting means having a clear plan, criteria, and method for finding and qualifying prospects. This can help improve the overall health of the pipeline, as it ensures that the sales representative is focusing on the most valuable and relevant opportunities, and not wasting time and resources on unqualified or uninterested leads. A strategic approach to prospecting can also improve the efficiency and return on investment of the sales process, as it can increase the conversion rate, shorten the sales cycle, and reduce the cost of acquisition. References:

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

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

NEW QUESTION # 76

A sales representative wants to track which opportunities in their pipeline contain items that customers need for an event next month. How does tracking this help the sales rep manage risk?

- A. These deals can be expedited if required.
- B. These deals can move to the next stage.
- C. These deals must be assigned a surcharge.

Answer: A

Explanation:

Tracking which opportunities in their pipeline contain items that customers need for an event next month helps the sales rep manage risk by allowing them to expedite these deals if required. Expediting means accelerating or speeding up the delivery or completion of these deals to meet the customer's urgent or specific needs. Expediting helps to ensure customer satisfaction, loyalty, and retention, as well as to increase revenue and profitability. References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

NEW QUESTION # 77

A sales representative wants to highlight a customer's return on their investment.

Which type of analysis should the sales rep use to show this?

- A. SWOT analysis
- B. Root cause analysis
- C. Cost benefit analysis

Answer: C

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".

* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

* How to calculate your Return on Customer Investment.

NEW QUESTION # 78

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Broaden the scope of the prospect profile.
- B. Expand the number of channels to reach more prospects.
- **C. Focus on behaviors and attributes that define a quality lead.**

Answer: C

Explanation:

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce salescycles, and optimize resources. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 79

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. Industry
- C. Business

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, endusers, 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 # 80

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