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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• Customer Engagement:This section of the exam measures skills of Sales Representatives and focuses on building credibility through thought leadership, using multiple touchpoints to generate interest, and aligning solutions with customer needs. It also highlights the importance of nurturing relationships and driving product adoption for maximum value.
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.
Topic 4	• 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 5	• 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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Salesforce Certified Sales Foundations Sample Questions (Q34-Q39):

NEW QUESTION # 34
A new sales representative is struggling to fill the top of their sales funnel.
What is the potential benefit of revisiting dead opportunities?

- A. To determine if the customer needs have changed
- B. To see it new decision makers are available
- C. To gain customer feedback and improve their approach

Answer: A

Explanation:
Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit.
Revisiting dead opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again.References:https://www.salesforce.com
/resources/articles/lead-generation/#lead-generation-strategies

NEW QUESTION # 35
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 # 36
A sales representative qualifies a prospect before moving to the next stage of the sales process.
What key factors should a sales rep consider when assessing the probability of winning the business?

- A. Location, number of employees, and market segment
- B. Approved budget, authority, business need, and timing
- C. Socialmedia presence, website design, and customer reviews

Answer: B

Explanation:
Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy withina reasonable time frame.References:https://www.

salesforce.com/resources/articles/sales-process/#qualify

NEW QUESTION # 37
A customer experiences issues with a product after the sale is complete. The sales representative and service team were not able to resolve the issue.
What is the best course of action in this scenario?

- A. Acknowledge the issue and explain to the customer that service is responsible for fixing it.
- B. Escalate the issue to higher-level stakeholders and work collaboratively to find a solution.
- C. Highlight that all procedural processes have been completed and there is nothing more they can do until more details are known.

Answer: B

Explanation:
When a customer experiences issues with a product after the sale is complete, the sales representative should not pass the responsibility to the service team, nor should they give up on finding a solution. Instead, the sales representative should escalate the issue to higher-level stakeholders, such as managers, executives, or product experts, and work collaboratively with them and the service team to find a solution that satisfies the customer.
This shows the customer that the sales representative cares about their success and is willing to go the extra mile to resolve the issue.
References: [Sales Rep Training: Handle Customer Issues], [Cert Prep: Salesforce Certified Sales Representative: Service and Support]

NEW QUESTION # 38
A sales representative delivers a proposal and is checking in with the prospect on the perceived value and alignment.
At which stage are they in the sales process?

- A. Collaborate
- B. Connect
- C. Confirm

Answer: C

Explanation:
Confirming is the stage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward. Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust. Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 39
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