

# Pass-Sure Salesforce-Sales-Representative Exam Assessment—Find Shortcut to Pass Salesforce-Sales-Representative Exam



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### Salesforce Certified Sales Representative Sample Questions (Q36-Q41):

#### NEW QUESTION # 36

Before a sales representative can close a deal, they are providing the deadlines, payment schedule agreement, and requirements of the engagement.

Which document is the sales rep preparing to finalize this deal?

- A. Statement of work
- B. New order form
- C. Master service agreement

**Answer: A**

Explanation:

A statement of work is a document that the sales rep prepares to finalize a deal with the customer. A statement of work defines the scope, deliverables, timeline, and terms of the engagement between the sales rep's company and the customer. A statement of work helps to clarify expectations, responsibilities, and obligations for both parties, as well as to prevent any misunderstandings or disputes. Reference: <https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition>

#### NEW QUESTION # 37

A sales representative is asked by their sales manager to lead a cold-calling campaign. Where can the sales rep start?

- A. Identify prospect pain points.
- B. Enter prospect leads into an auto dialer.
- C. Gather prospect contact information.

**Answer: C**

Explanation:

Gathering prospect contact information is the best place to start for a sales representative who is asked to lead a cold-calling campaign, because it is the first step in identifying and reaching out to potential customers. The sales rep should use various sources and methods to find the names, phone numbers, email addresses, and other relevant details of the prospects who match their ideal customer profile. The sales rep should also verify and update the contact information regularly, and track the results of their calls. Identifying prospect pain points or entering prospect leads into an auto dialer are not the best answers, because they are not the first steps in a cold-calling campaign. Identifying prospect pain points is something that the sales rep should do during or after the call, by asking open-ended questions and listening to the prospect's needs and challenges. Entering prospect leads into an auto dialer is a tool that the sales rep can use to automate and streamline their calling process, but it requires having the prospect contact information first. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

#### NEW QUESTION # 38

A sales representative has spent countless hours on due diligence to make the appropriate recommendation. At the last minute, the customer makes an unexpected objection. The sales rep is surprised and wants to better understand where this objection is coming from. Which approach should the sales rep take?

- A. Highlight customer success stories to build credibility.
- B. Revisit the discovery phase of the sales process.
- C. Acknowledge the objection and try to close with a different tactic.

**Answer: B**

Explanation:

The discovery phase of the sales process is where the sales representative uncovers the customer's pain points, needs, goals, and challenges. By revisiting the discovery phase, the sales rep can better understand where the objection is coming from, and whether it is a valid concern or a hidden motive. Revisiting the discovery phase can also help the sales rep restate the value proposition, reinforce the benefits of the solution, and address any gaps or misunderstandings that may have caused the objection. The other options are not effective approaches, as they may ignore the customer's perspective, damage the trust, or create more resistance.

Reference:

Cert Prep: Salesforce Certified Sales Representative, unit "Value Selling"

[Sales Rep Training], unit "Sell with Value"

Salesforce Certified Sales Representative Exam Guide, section "Value Selling"

#### NEW QUESTION # 39

A sales representative is negotiating with a customer to renew their agreement. Historically, the customer has been unwilling to purchase additional products due to cost concerns.

Which type of strategy should the sales rep use?

- A. Price skimming
- **B. Bundle pricing**
- C. Competitor-based pricing

**Answer: B**

#### NEW QUESTION # 40

In the context of deal management, why is it important for a sales representative to earn a deeper level of trust and access to decision makers within the customer's organization?

- A. To gain access to information about the customer's competitors
- B. To increase the sales rep's personal network and influence
- **C. To enhance the sales rep's understanding of the customer's needs**

**Answer: C**

Explanation:

Earning a deeper level of trust and access to decision makers within the customer's organization is important for a sales representative in the context of deal management, because it can help the sales rep to enhance their understanding of the customer's needs, challenges, goals, and preferences. This can enable the sales rep to tailor their solution and value proposition to the customer's specific situation, and address any objections or concerns that may arise during the sales process. It can also help the sales rep to influence the decision makers and persuade them to choose their solution over the competitors'. Increasing the sales rep's personal network and influence or gaining access to information about the customer's competitors are not the best answers, because they are not directly related to the customer's needs, which are the primary focus of deal management. The sales rep should use their network and influence to support the customer's needs, not their own. The sales rep should also focus on differentiating their solution from the competitors', rather than obtaining information about them. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

#### NEW QUESTION # 41

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