

Pass Your Salesforce Sales-101 Exam With An Excellent Score



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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none">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	<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.
Topic 4	<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 5	<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.

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Salesforce Certified Sales Foundations Sample Questions (Q77-Q82):

NEW QUESTION # 77

A sales representative is aware of an upcoming end-of-contract period for a key customer. How should the sales rep adapt their sales activities to address this change?

- A. Proactively engage with the customer to renew or expand the contract.
- B. Focus on finding new customers to replace the potentially lost contract.
- C. Wait for the contract to expire before engaging with the customer.

Answer: A

Explanation:

Proactively engaging with the customer to renew or expand the contract is how the sales rep should adapt their sales activities to address the upcoming end-of-contract period for a key customer. Proactively engaging means reaching out to the customer before the contract expires, and initiating a conversation about their satisfaction, needs, and goals. This helps to build trust and loyalty, demonstrate value and differentiation, and identify opportunities to renew or upsell the contract. References: <https://www.salesforce.com/resources/articles/account-management/account-management-renewals>

NEW QUESTION # 78

What is the desired outcome of an upsell proposal?

- A. To maintain current agreement during a renewal
- B. To optimize existing product offerings
- C. To decrease customer churn rate

Answer: B

Explanation:

The desired outcome of an upsell proposal is to optimize existing product offerings by selling more features or services to an existing customer. Upselling helps to increase customer satisfaction, loyalty, and retention by providing them with more value and benefits from the product. Upselling also helps to increase revenue and profitability for the sales rep and the company. References: <https://www.salesforce.com/resources/articles/upselling/upselling-definition>

NEW QUESTION # 79

When assessing the risks and opportunities of a deal, why is it important to consider the duration of a contract?

- A. Longer contracts increase cash flow predictability.
- B. Longer contracts increase flexibility on delivery timescales.
- C. Shorter contracts increase leverage for negotiation.

Answer: A

Explanation:

The duration of a contract is one of the factors that affect the value of a deal, along with the price, terms, and conditions. Longer contracts can increase the cash flow predictability for both the seller and the buyer, as they reduce the uncertainty and variability of future payments and revenues. Longer contracts can also help build stronger and more loyal relationships with customers, as they demonstrate trust and commitment. On the other hand, shorter contracts can increase the risk of losing customers to competitors, as

they offer more opportunities for switching or renegotiating. Shorter contracts can also create more pressure on the seller to deliver value quickly and consistently, as they have less time to prove their worth and earn customer satisfaction. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"

* [Sales Rep Training], unit "Create Effective Selling Habits"

NEW QUESTION # 80

A sales representative is struggling with forecast accuracy due to a lack of insight into the potential success of various opportunities. Which technique will help improve the sales rep's forecasting accuracy?

- A. **Implementing AI-based deal scoring systems**
- B. Focusing on industry trends to predict future outcomes
- C. Prioritizing deals based on seller intuition

Answer: A

Explanation:

One of the techniques that can help improve the sales rep's forecasting accuracy is implementing AI-based deal scoring systems, such as Salesforce Einstein. AI-based deal scoring systems use machine learning algorithms to analyze historical and real-time data from various sources, such as CRM, email, calendar, and social media, and assign a score to each opportunity based on the likelihood of closing. The score reflects factors such as the customer's engagement level, buying signals, past behavior, and fit with the ideal customer profile. By using AI-based deal scoring systems, the sales rep can prioritize the most promising opportunities, focus on the best actions to move them forward, and forecast more accurately and confidently. References:

* Improve Sales Forecasting Accuracy with These Best Practices, section "Use AI to Score Deals".

* How to Improve Sales Forecasting Accuracy, section "Use AI to Score Deals".

NEW QUESTION # 81

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

- A. Connect with customers associated with the prospect on social media.
- B. **Identify potential trigger events as the reason to reach out to prospects.**
- C. Focus on personal details when communicating with the prospect.

Answer: B

Explanation:

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 82

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