

Quiz 2025 Salesforce Efficient Salesforce-Sales-Representative: Updated Salesforce Certified Sales Representative Test Cram



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Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

Topic	Details
Topic 1	• Forecasting: In this topic, Salesforce Sales Professionals assess forecast accuracy to drive opportunity consistency and evaluate risks and opportunities in business deals. Understanding key inputs for the forecasting process helps optimize predictions, an essential skill for the Salesforce Certified Sales Representative Exam
Topic 2	• Pipeline Management: In this topic, Salesforce Sales Professionals develop skills to generate and evaluate pipeline opportunities. Candidates also focus on analyzing pipeline health insights. It ensures data integrity, improves relevance, and enables accurate stage progression. These competencies underpin successful pipeline management strategies, measured in the Salesforce Certified Sales Representative Exam
Topic 3	• Planning: In this topic, Salesforce Sales Professionals examine the elements of territory planning, such as account segmentation and prioritization. The focus of this topic is on creating approaches to engage key accounts effectively and developing robust business relationships with essential roles and personas.
Topic 4	• Deal Management: Salesforce Sales Professionals learn to qualify prospects and progress them through sales stages. In this topic, emphasis is placed on understanding customer goals, challenges, and initiatives to present tailored value propositions. Identifying obstacles, gaining commitment, and finalizing contracts are integral steps to successful deal management, a crucial focus area of the exam

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Sales Representative Exam?

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Salesforce Certified Sales Representative Sample Questions (Q32-Q37):

NEW QUESTION # 32

A sales representative is preparing a presentation to showcase the value proposition of their solution to a prospect. What should be the main objective of this presentation?

- A. To build credibility with the prospect using their public speaking skills and professional appearance
- B. To provide an in-depth analysis of the prospect's competitors and market trends
- C. To communicate how the solution addresses the prospect's pain points and needs, and delivers tangible return on investment (ROI)

Answer: C

Explanation:

The main objective of a value proposition presentation is to show the prospect how the solution can solve their problems, fulfill their needs, and provide them with benefits that outweigh the costs. A value proposition presentation should highlight the unique features and advantages of the solution, as well as quantify the expected outcomes and ROI for the prospect. References: <https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation>

NEW QUESTION # 33

A sales representative wants to interact with prospects on platforms they use regularly. Which approach should the sales rep take?

- A. Lead nurturing
- B. Cold calling
- C. Social selling

Answer: C

Explanation:

Social selling is the approach that the sales rep should take to interact with prospects on platforms they use regularly. Social selling means using social media platforms (such as LinkedIn, Twitter, Facebook, etc.) to connect with prospects, build relationships, and generate leads. Social selling helps to increase brand awareness, trust, and credibility, as well as to provide value and insights to prospects. References: <https://www.salesforce.com/resources/articles/social-selling/#social-selling-definition>

NEW QUESTION # 34

After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer. How should the sales rep build credibility with the prospect to better their chances of a successful pitch?

- A. Base the pitch on what the prospect has explicitly told them in previous conversations.
- B. Base the pitch on the sales rep's company's proven, most successful product lines.
- C. Base the pitch on discovery research into the prospect's customers' challenges.

Answer: C

Explanation:

Basing the pitch on discovery research into the prospect's customers' challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework, understands the prospect's business and market situation, and can provide solutions that can help them serve their customers better. References: <https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips>

NEW QUESTION # 35

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer. What should the sales rep use to build their business case?

- A. Value map
- B. Feature list
- C. Contract review

Answer: A

Explanation:

A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer. A value map shows how the solution aligns with the customer's strategic objectives, key performance indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer.

Reference: <https://www.salesforce.com/resources/articles/value-selling/#value-selling-tools>

NEW QUESTION # 36

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

Explanation:

A type of strategy that the sales rep should use when negotiating with a customer who has been unwilling to purchase additional products due to cost concerns is bundle pricing. Bundle pricing is a pricing strategy that involves offering a set of products or services together at a lower price than if they were sold separately. Bundle pricing can help the sales rep to increase the perceived value of the solution, cross-sell or upsell additional products or services, and differentiate from competitors. Bundle pricing can also help the customer to save money, simplify the purchase decision, and meet their needs more effectively. Reference: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

NEW QUESTION # 37

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