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Salesforce Certified Sales Foundations Sample Questions (Q96-Q101):

NEW QUESTION # 96

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 # 97

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

Answer: B

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 # 98

How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Four business days
- **B. Two business days**
- C. Twenty-five business days

Answer: B

Explanation:

https://help.salesforce.com/s/articleView?id=sf.hvs_cadences_examples.htm&type=5

NEW QUESTION # 99

A Universal Containers sales representative is working with an account prospect to get them more comfortable with the company's offerings and solutions.

Which approach would help the sales rep educate the prospect about their offerings and solutions?

- **A. Share a current customer story for an account in a similar industry as the prospect.**
- B. Tell the prospect about similar industry solutions, even if some may not be relevant.
- C. Try to impress the prospect by using their industry's jargon when describing each offering.

Answer: A

Explanation:

Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that showcases how the sales rep's solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its credibility. References: <https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-tips>

NEW QUESTION # 100

A customer's order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled. What should the sales representative check to fulfill the order through a different warehouse?

- A. Pricing information
- **B. Product inventory**
- C. Shipping time

Answer: B

Explanation:

Product inventory is what the sales rep should check to fulfill the order through a different warehouse.

Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 101

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