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

#### **NEW OUESTION #36**

A sales representative is given an objection and shows respect for the customer's opinion. What level of listening is the sales rep leveraging?

- A. Attentive
- · B. Empathetic
- C. Selective

#### Answer: B

#### Explanation:

Empathetic listening is the level of listening that the sales rep is leveraging when they show respect for the customer's opinion after receiving an objection. An objection is a reason or concern that the customer has for not buying the product or service that the sales rep offers. Empathetic listening is a type of listening that involves understanding and sharing the feelings and emotions of the customer, as well as acknowledging and validating their perspective. Empathetic listening helps to build trust and rapport, reduce resistance, and resolve objections.

#### **NEW QUESTION #37**

A sales representative wants to avoid getting a price objection during a meeting near the end of thesales cycle. Which strategy helps minimize price challenges?

- A. Building in value-based conversation from the beginning.
- B. Showing a competitor pricing matrix during the meeting.
- C. Presenting a discount at the beginning of the conversation.

#### Answer: A

Explanation:

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation involves asking openendedquestions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them. References: https://www.salesforce.com

/resources/articles/value-selling/#value-selling-tips

#### **NEW OUESTION #38**

Asales representative just closed a deal and wants to make sure the customer is set up for success. How can the sales rep ensure the customer has a great experience with the product?

- A. Recommend additional products and services.
- B. Share other customer success stories.
- C. Provide timely support and training.

#### Answer: C

#### Explanation:

Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product. Support and training help the customer to use the product effectively, efficiently, and confidently, as well as to troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer.References:https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips

#### **NEW QUESTION #39**

How can a sales representative best identify a customer's challenges and initiatives?

- A. Ask "yes" or "no" questions to make the discussion efficient.
- B. Present an overview of new products their company has brought to market.
- C. Elicit detailed responses by asking open-ended questions during meetings.

#### Answer: C

#### Explanation:

Asking open-ended questionsis a key skill for sales representatives, as it allows them to uncover the customer's challenges and initiatives, as well as their goals, needs, and pain points. Open-ended questions are those that cannot be answered with a simple "yes" or "no", but require the customer to provide more information and explanation. For example, instead of asking "Are you happy with your current solution?", a salesrep can ask

"What are the main challenges you are facing with your current solution?" or "How does your currentsolution help you achieve your goals?" By eliciting detailed responses, the sales rep can gain a deeper understanding of the customer's situation, identify opportunities to add value, and tailor their solution accordingly. References:

- \* Sales Rep Training: Prepare Your Team to Sell Successfully, unit "Ask Open-Ended Questions to Uncover Customer Needs".
- \* Cert Prep: Salesforce Certified Sales Representative, unit "Use Discovery to Understand Customer Needs".

#### **NEW QUESTION #40**

A sales representative wants to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution.

What should they use?

- A. Summary statement
- B. Solution unit
- C. Success story

#### Answer: C

### Explanation:

A success story is what the sales representative should use to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution, because it shows the customer how the sales rep's solution has helped other customers with similar needs and challenges, and what results and benefits they have achieved. A success story can also help to build trust and credibility

with the customer, and inspire them to take action. A summary statement or a solution unit are not the best answers, because they are not as effective as a success story in demonstrating the sales rep's competitive advantage. A summary statement is a brief recap of the customer's situation, needs, and desired outcomes, but it does not show how the sales rep's solution can meet them. A solution unit is a specific feature or benefit of the sales rep's solution, but it does not show how it has worked for other customers or what outcomes it can deliver. References: Certification - Sales Representative - Trailhead, Sales Rep Training: Customer Engagement - Trailhead

#### **NEW OUESTION #41**

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