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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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.
Topic 2	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	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	• Pipeline Management: This section of the exam measures skills of Sales Representatives and involves generating new pipeline opportunities, analyzing pipeline health, and ensuring data integrity. It also covers monitoring progression across sales stages and improving customer relevance.
Topic 5	• 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.

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Salesforce Certified Sales Foundations Sample Questions (Q108-Q113):

NEW QUESTION # 108

How can a sales representative begin a confirming question?

- A. "What do you mean when..."
- B. "What I hear you saying is..."
- C. "Tell me more about..."

Answer: B

Explanation:

"What I hear you saying is..." is a way to begin a confirming question. A confirming question is a question that helps to verify or validate what the customer says or means. A confirming question helps to show understanding, empathy, and respect for the customer's concerns, as well as to avoid confusion, misunderstanding, or miscommunication. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

NEW QUESTION # 109

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead is engaged in the sales process
- B. Whether the lead is based within their region
- C. Whether the lead has sufficient buying power

Answer: C

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

NEW QUESTION # 110

A sales representative is doing a 9-month check-in with a customer following a successful deployment. The sales rep found an additional product that will help improve the customer value and adoption.

Which customer success concept is the sales rep utilizing in this example?

- **A. Innovate together**
- B. Improved experiences
- C. Shared risks and shared accountability

Answer: A

Explanation:

When a sales representative conducts a 9-month check-in and identifies an additional product that could enhance customer value and adoption, they are utilizing the customer success concept of "Innovate together." This approach involves working collaboratively with the customer to find new solutions and opportunities that can drive further success and value from the partnership. By proactively suggesting products or services that complement previous purchases, the sales rep is helping the customer to innovate and achieve better results, reinforcing the relationship and demonstrating ongoing commitment to the customer's success.

Reference: Salesforce Blog - Customer Success

NEW QUESTION # 111

A sales representative is working on an opportunity that has recently progressed to a more advanced stage in the deal lifecycle. Which action should the sales rep take to ensure accurate forecasting?

- A. Focus on unrelated opportunities and assume the current opportunity will close.
- B. Continue forecasting based on the previous stage until the deal closes.
- **C. Update the opportunity's stage and forecast category to reflect the recent progress.**

Answer: C

Explanation:

Updating the opportunity's stage and forecast category to reflect the recent progress is what the sales rep should do to ensure accurate forecasting. An opportunity is a qualified prospect who has a high probability of buying the product. An opportunity stage is a measure of how far along the opportunity is in the sales process, such as prospecting, qualification, proposal, negotiation, etc. A forecast category is a measure of how likely the opportunity is to close as won, such as pipeline, best case, commit, closed, etc. Updating the opportunity's stage and forecast category helps to reflect the current status and potential outcome of the opportunity, as well as to provide a realistic and reliable prediction of future sales revenue. References: <https://www.salesforce.com/resources/articles/sales-forecasting/#sales-forecasting-definition>

NEW QUESTION # 112

A prospect visited a company's website and completed a form expressing interest in a product. What should a sales rep focus on when qualifying the prospect?

- **A. Customer needs**
- B. Product features
- C. Marketing goals

Answer: A

Explanation:

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 113

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