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Salesforce Sales-Representative Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">Customer Success: While covering this topic, sales professionals identify actions required for order booking and fulfillment. Recognizing the post-sales customer journey and assessing expected and realized value ensures alignment with customer goals, a vital area of knowledge for the exam.
Topic 3	<ul style="list-style-type: none">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 4	<ul style="list-style-type: none">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 5	<ul style="list-style-type: none">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.

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

NEW QUESTION # 77

When assigned a new sales territory, what is the first step to prioritizing selling efforts?

- A. Identify the territory's key accounts.
- B. Determine the physical location of each account.
- C. Determine the number of accounts and territory size.

Answer: A

Explanation:

The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision-makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory. Reference:

Sales Rep Training: Prioritize Your Selling Efforts

Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

NEW QUESTION # 78

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. Selective
- B. Attentive
- C. Empathetic

Answer: C

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 # 79

Leadership at Universal Containers is pressuring sales representatives to maintain a healthy pipeline. Which best practice can the sales reps use to satisfy management?

- A. Rely on marketing to identify and qualify inbound deals.
- B. Routinely scrub pipeline records and consistently disposition deals.
- C. Keep dead deals open and move the next touchpoint dates forward.

Answer: B

Explanation:

Routinely scrubbing pipeline records and consistently dispositioning deals is a best practice that the sales reps can use to satisfy management and maintain a healthy pipeline. Scrubbing pipeline records means reviewing and updating the status, accuracy, and

quality of the opportunities in the pipeline. Dispositioning deals means moving the opportunities to the next stage, closing them as won or lost, or removing them from the pipeline. These practices help to ensure that the pipeline reflects the reality of the sales situation, as well as to identify and prioritize the most promising opportunities. Reference:
<https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

NEW QUESTION # 80

A sales representative works at a heavily siloed company and is unable to gather insights for renewals.

How should the sales rep improve data integrity in the pipeline working across silos?

- A. Collaborate with other customer-facing teams.
- B. Offer customer discounts to expedite the sale.
- C. Log in as the customer to review their data.

Answer: A

Explanation:

Data integrity is the accuracy, completeness, and consistency of data in the pipeline. Data integrity is essential for effective forecasting, reporting, and decision making. A sales representative who works at a heavily siloed company may face challenges in gathering insights for renewals, such as customer satisfaction, usage, feedback, and retention. To improve data integrity in the pipeline working across silos, the sales rep should collaborate with other customer-facing teams, such as service, support, marketing, and product. By sharing information and insights with these teams, the sales rep can gain a holistic view of the customer's needs, expectations, and challenges, and plan accordingly for renewals. The other options are not effective ways to improve data integrity, as they may compromise customer trust, violate privacy, or reduce profitability. Reference:
Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"
[Sales Rep Training], unit "Create Effective Selling Habits"

NEW QUESTION # 81

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

Answer: C

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.

NEW QUESTION # 82

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