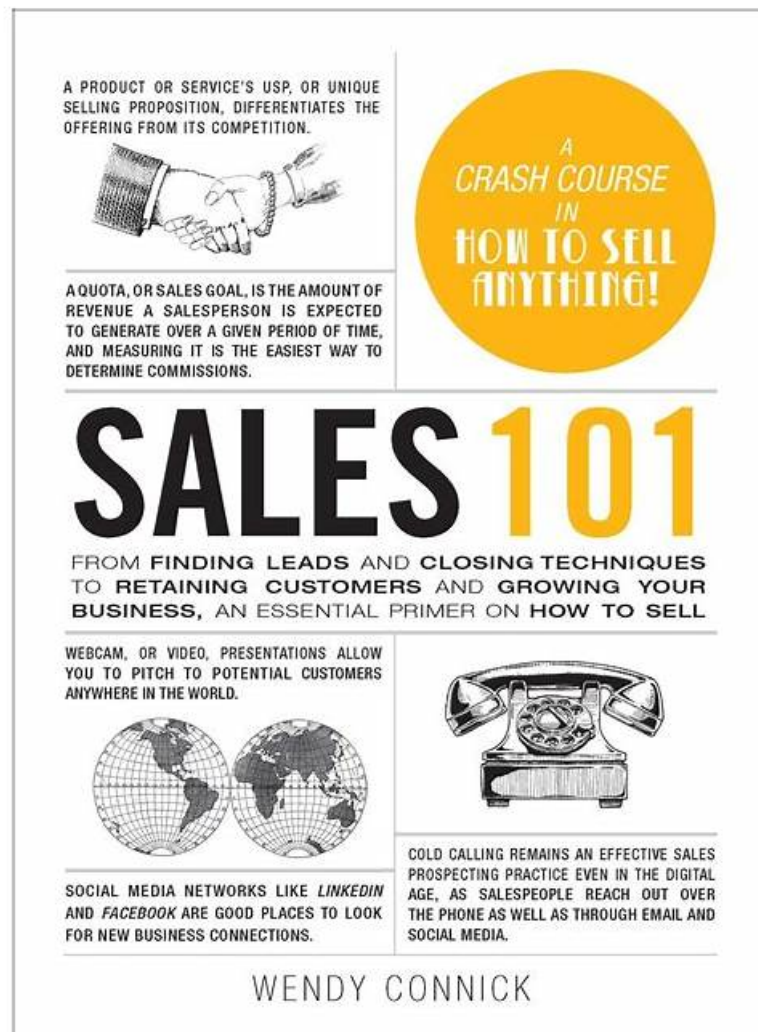


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## Salesforce Certified Sales Foundations Sample Questions (Q105-Q110):

### NEW QUESTION # 105

Why is collaborating with departments such as marketing and service crucial to generating a new pipeline?

- A. To leverage additional expertise and resources
- B. To avoid competing for the best leads
- C. To expand and improve networking skills

**Answer: A**

Explanation:

Leveraging additional expertise and resources is why collaborating with departments such as marketing and service is crucial to generating a new pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Collaborating with marketing and service helps to access their knowledge, skills, and tools that can help the sales rep generate more leads, nurture more prospects, and close more deals.

### NEW QUESTION # 106

A sales representative wants to highlight a customer's return on their investment. Which type of analysis should the sales rep use to show this?

- A. Root cause analysis
- B. Cost benefit analysis
- C. SWOT analysis

**Answer: B**

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

\* Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".

\* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

\* How to calculate your Return on Customer Investment.

### NEW QUESTION # 107

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 # 108

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

- A. Social selling

- B. Cold calling
- C. Lead nurturing

**Answer: A**

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 # 109

A sales representative presented a solution and overcame the objections, but the prospect is still not completely ready to commit. The sales rep suspects the prospect is unsure about the product and will want to return it. The sales rep decides to let the prospect try out the product for a predetermined period. Which type of close was chosen?

- A. Summary
- B. Assumptive
- C. Puppy Dog

**Answer: C**

Explanation:

A puppy dog close is a sales technique that involves letting the prospect try out the product or service for a limited time, hoping that they will fall in love with it and buy it. This type of close is often used for products that have a high emotional appeal, such as cars, jewelry, or pets. The sales representative in this scenario chose a puppy dog close because they suspected the prospect was unsure about the product and wanted to give them a chance to experience its benefits firsthand. References:

- \* Cert Prep: Salesforce Certified Sales Representative, Unit 5: Close the Deal
- \* [Sales Rep Training], Unit 2: Close the Deal
- \* Salesforce Certified Sales Representative Exam Guide, Section 5: Closing Deals

#### NEW QUESTION # 110

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