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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	Planning: This section of the exam measures skills of Account Executives and covers territory planning, engaging key accounts, and calculating sales quota attainability. It also emphasizes developing strong business relationships and partnerships with key roles and personas to drive long-term success.
Topic 2	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 3	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.

Salesforce Certified Sales Foundations Sample Questions (Q46-Q51):

NEW QUESTION # 46

A forecast is based on the rollup of a set of opportunities.
What are three dimensions in a forecast rollup?

- A. Contacts, product family, and revenue
- B. Quotes, contacts, and territories
- **C. Time, categories, and territories**

Answer: C

Explanation:

A forecast is a projection of how much revenue you can generate in a quarter. A forecast rollup is the aggregation of a set of opportunities based on three dimensions: time, categories, and territories. Time refers to the fiscal period, such as month or quarter, that the forecast covers. Categories refer to the stages of the sales process, such as commit, best case, or pipeline. Territories refer to the sales regions or markets that the forecast applies to. References:

- * Certification - Sales Representative - Trailhead
- * Cert Prep: Salesforce Certified Sales Representative - Trailhead
- * [Forecasting Guide - Salesforce Help]

NEW QUESTION # 47

Which communication approach has a higher likelihood of achieving a customer relationship built on trust?

- A. Scheduling quarterly check-in calls.
- B. Hosting monthly product webinars.
- **C. Appreciating the customer's time.**

Answer: C

Explanation:

Appreciating the customer's time is a communication approach that fosters trust by acknowledging and respecting the value of their time. This approach involves being punctual for meetings, ensuring communications are concise and relevant, and expressing gratitude for their engagement. Building trust with customers is foundational to long-term relationships, and demonstrating respect for their time is a tangible way to show that their needs and priorities are taken seriously. Salesforce highlights the importance of trust in customer relationships and recommends practices that contribute to a respectful and professional interaction.

Reference: Salesforce Blog - Building Customer Trust

NEW QUESTION # 48

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. SWOT analysis
- **B. Cost benefit analysis**
- C. Root cause 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 # 49

A sales representative presents a solution and the customer is interested in moving forward. How can the sales rep gain the customer's commitment and close the deal?

- A. Develop a roadmap with complementary products.
- **B. Negotiate to finalize the contract.**
- C. Propose and schedule an additional demo.

Answer: B

Explanation:

Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction. References: [https://www.salesforce.com/resources/articles/sales-process](https://www.salesforce.com/resources/articles/sales-process/#negotiate)

[/negotiate](#)

NEW QUESTION # 50

A sales representative wants to improve the overall health of their pipeline. Why is it important to take a strategic approach to prospecting?

- **A. Improve efficiency and return on investment.**
- B. Reduce non-selling administrative efforts.
- C. Increase the number of customer engagements.

Answer: A

Explanation:

Prospecting is the process of identifying and reaching out to potential customers who are likely to buy your product or service.

Taking a strategic approach to prospecting means having a clear plan, criteria, and method for finding and qualifying prospects. This can help improve the overall health of the pipeline, as it ensures that the sales representative is focusing on the most valuable and relevant opportunities, and not wasting time and resources on unqualified or uninterested leads. A strategic approach to prospecting can also improve the efficiency and return on investment of the sales process, as it can increase the conversion rate, shorten the sales cycle, and reduce the cost of acquisition. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

* [Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 51

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