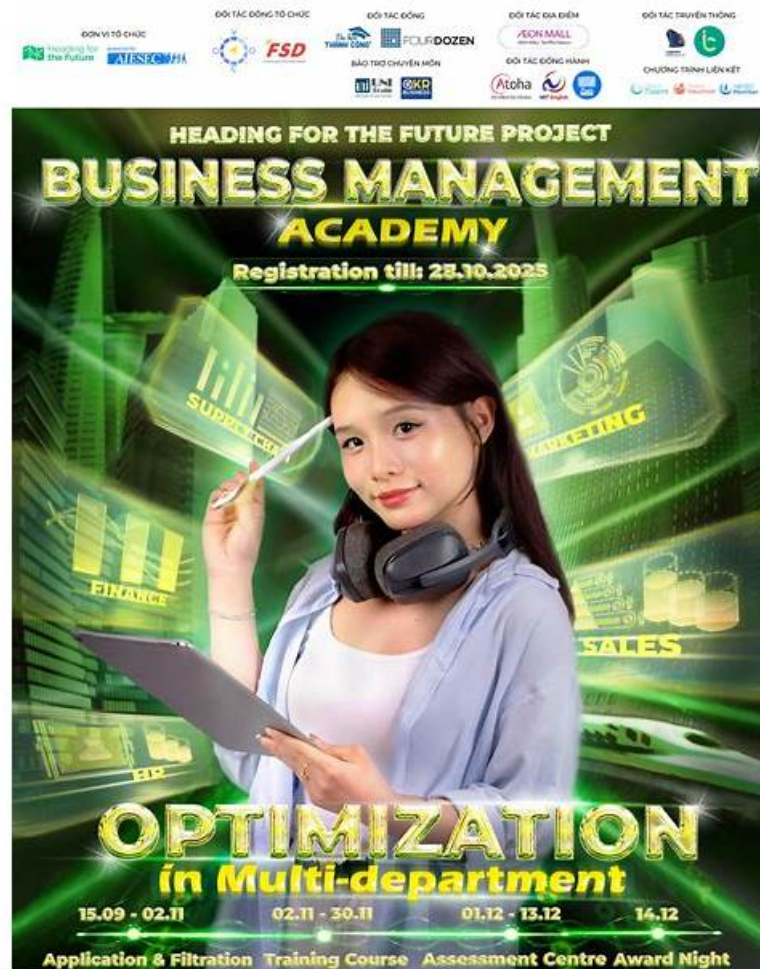


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Salesforce Certified Sales Foundations Sample Questions (Q76-Q81):

NEW QUESTION # 76

A sales representative has a prospect who is in discussions with multiple vendors about competing products. The sales rep is concerned the prospect might not remember the valuable benefits of the solution. Which closure practice should the sales rep use to gain a commitment with this prospect?

- **A. Summary**
- B. Assumptive
- C. Takeaway

Answer: A

Explanation:

A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the value proposition of the solution, highlighting how it addresses the prospect's pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action. References: <https://www.salesforce.com/resources/articles/sales-process/#close>

NEW QUESTION # 77

A sales representative is engaging in a discovery conversation with a prospect. Which approach should the sales rep take during this conversation?

- **A. Ask open-ended questions to understand the prospect's challenges and goals.**
- B. Present the history and innovation of their company in bringing new products to market.
- C. Share the information gathered from online research about the customer's company.

Answer: A

Explanation:

Asking open-ended questions to understand the prospect's challenges and goals is the approach that the sales rep should take during a discovery conversation with a prospect. A discovery conversation is a conversation that helps to uncover information about the prospect's situation, needs, pain points, and objectives. Asking open-ended questions is an effective way to elicit detailed and meaningful responses from the prospect, as well as to show interest and empathy for their challenges and goals.

NEW QUESTION # 78

How should a sales representative use a client profile during the sales process?

- A. To create messages that appeal to a broad audience
- B. To build a standard message to maximize return on investment (ROI)
- **C. To tailor a message to meet a target audience's needs**

Answer: C

Explanation:

Tailoring a message to meet a target audience's needs is how a sales rep should use a client profile during the sales process. A client profile is a document that summarizes the characteristics, preferences, and behaviors of a specific segment or group of customers. A message is a communication or presentation that the sales rep delivers to the customers to persuade them to buy their product or service. Tailoring a message helps to show relevance, value, and differentiation to the target audience, as well as to capture their attention and interest.

NEW QUESTION # 79

Why is it important for a sales representative to follow their company's sales methodology?

- A. Understands different approaches for achieving the same goal
- **B. Creates consistent vision across sellers**
- C. Develops a better pipeline for growth

Answer: B

Explanation:

Following the company's sales methodology is important because it creates a consistent vision across sellers.

A unified sales approach ensures that all sales representatives understand and adhere to the same principles, strategies, and goals.

This consistency helps in delivering a uniform customer experience, aligning sales efforts with the company's objectives, and facilitating collaboration among team members. Salesforce highlights the significance of a structured sales methodology to streamline sales processes, improve efficiency, and achieve better sales outcomes.

Reference:Salesforce Blog - Sales Methodology

NEW QUESTION # 80

How does a sales representative determine if a customer might be a valid prospect for the product?

- A. Uncover what the customer is planning to do and the executive staff's purchasing preferences.
- B. Review the customer's website and tell the prospect that the product will solve their problems.
- C. Understand the customer's pain points and what they attempted in the past that was unsuccessful.

Answer: C

Explanation:

Understanding the customer's pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer's needs, challenges, goals, and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value. References:

<https://www.salesforce.com/resources/articles/sales-process/#qualify>

NEW QUESTION # 81

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