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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 | • 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 | • 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. |
| --- | --- |
| Topic 5 | • 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. |

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# Salesforce Certified Sales Foundations Sample Questions (Q121-Q126):

NEW QUESTION # 121
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. Marketing goals
- B. Customer needs
- C. Product features

**Answer: B**

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 # 122
How can a sales rep use whiteboarding while exploring a customer's business challenges?

- A. To present solutions without input from the customer
- B. To organize ideas by level of importance
- C. To illustrate how a product fits in with other products in the catalog

**Answer: B**

Explanation:
A sales rep can use whiteboarding while exploring a customer's business challenges to organize ideas by level of importance. Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually capture and structure information during a sales conversation. Whiteboarding can help the sales rep to understand the customer's situation, needs, and goals, and to prioritize the most critical issues or opportunities.
Whiteboarding can also help the sales rep to engage the customer in a collaborative dialogue, and to demonstrate their expertise and credibility. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

# NEW QUESTION # 123

What measure will yield the most actionable information about an organization's territory model success?

- A. Organization-defined key metric
- B. Pipeline
- C. Annualized Contract Value

**Answer: A**

Explanation:

An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. References: https://www. salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics


# NEW QUESTION # 124

A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.
What is the first step to building trust with these stakeholders?

- A. Set up an introductory meeting and explain the reason for the transition.
- B. Use a multi-channel approach to present an update on current product offerings.
- C. Review records the previous rep left to understand the needs of the stakeholders.

**Answer: A**

Explanation:

The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. References: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]


# NEW QUESTION # 125

A junior sales representative is trying to develop relationships with customers in an industry that is changing rapidly. In addition, the number of channels to engage with customers has increased.
How can the sales rep identify the most effective way to communicate with new and existing customers?

- A. Collaborate with internal departments.
- B. Continue using methods that have worked in the past.
- C. Follow standard sales scripts.

**Answer: A**

Explanation:

In an industry that's rapidly changing and with increasing channels to engage customers, a junior sales representative can identify the most effective communication methods by collaborating with internal departments. Teams such as marketing, customer service, and others who interact with customers can provide insights into customer preferences and effective communication strategies. This collaborative approach allows for a broader understanding of customer behaviors and trends, leading to more tailored and effective engagement strategies. Salesforce encourages cross-departmental collaboration to leverage diverse insights and expertise, enhancing customer engagement efforts.
Reference: Salesforce Blog - Collaborative Selling


# NEW QUESTION # 126

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