

Salesforce-Sales-Representative Actual Lab Questions & Salesforce-Sales-Representative Certification Training & Salesforce-Sales-Representative Pass Ratio



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Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

Topic	Details
Topic 1	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.
Topic 2	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 3	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 4	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.

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Salesforce Certified Sales Representative Sample Questions (Q23-Q28):

NEW QUESTION # 23

A sales representative is asked by their sales manager to lead a cold-calling campaign. Where can the sales rep start?

- A. Enter prospect leads into an auto dialer.
- **B. Gather prospect contact information.**
- C. Identify prospect pain points.

Answer: B

Explanation:

Gathering prospect contact information is the best place to start for a sales representative who is asked to lead a cold-calling campaign, because it is the first step in identifying and reaching out to potential customers. The sales rep should use various sources and methods to find the names, phone numbers, email addresses, and other relevant details of the prospects who match their ideal customer profile. The sales rep should also verify and update the contact information regularly, and track the results of their calls. Identifying prospect pain points or entering prospect leads into an auto dialer are not the best answers, because they are not the first steps in a cold-calling campaign. Identifying prospect pain points is something that the sales rep should do during or after the call, by asking open-ended questions and listening to the prospect's needs and challenges.

Entering prospect leads into an auto dialer is a tool that the sales rep can use to automate and streamline their calling process, but it requires having the prospect contact information first. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 24

A sales representative delivers a proposal and is checking in with the prospect on the perceived value and alignment. At which stage are they in the sales process?

- **A. Confirm**
- B. Collaborate
- C. Connect

Answer: A

Explanation:

Confirming is the stage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward. Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust. Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 25

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. Reference:

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 # 26

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- **A. People**
- B. Business
- C. Industry

Answer: A

Explanation:

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

NEW QUESTION # 27

What is the desired outcome of an upsell proposal?

- A. To decrease customer churn rate
- **B. To optimize existing product offerings**
- C. To maintain current agreement during a renewal

Answer: B

Explanation:

The desired outcome of an upsell proposal is to optimize existing product offerings by selling more features or services to an existing customer. Upselling helps to increase customer satisfaction, loyalty, and retention by providing them with more value and benefits from the product. Upselling also helps to increase revenue and profitability for the sales rep and the company. Reference: <https://www.salesforce.com/resources/articles/upselling/#upselling-definition>

NEW QUESTION # 28

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