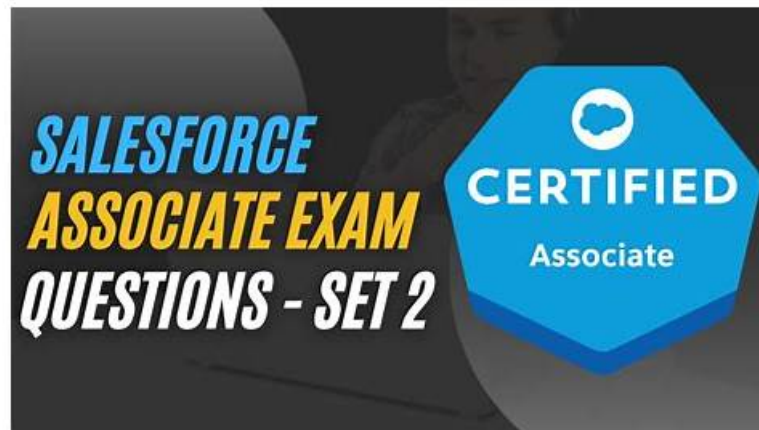# Salesforce-Sales-Representative Associate Level Exam & Salesforce-Sales-Representative Latest Dumps Files

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Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• Customer Engagement: In this topic, Salesforce Sales Professionals explore how to demonstrate thought leadership to shift customer perspectives and align solutions with needs. Moreover, the topic focuses on leveraging multiple touchpoints builds prospect interest, while nurturing relationships enhances product adoption.
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	• Customer Success: While covering this topic, sales professionals identify actions required for order booking and fulfillment. Recognizing the post-sales customer journey and assessing expected and realized value ensures alignment with customer goals, a vital area of knowledge for the exam.
Topic 5	• 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.

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Salesforce Certified Sales Representative Sample Questions (Q55-Q60):

NEW QUESTION # 55
A sales representative spends time building their pipeline with many opportunities. Their conversion percentage is fairly high, yet the total pipeline volume is far from their quot a.
Which strategy would help the sales rep increase their pipeline health?

- A. Challenge their manager about whether their sales quota is realistic.
- B. Analyze the potential deal size and decision makers' authority.
- C. Be patient knowing that the numbers will eventually improve over time.

Answer: B

Explanation:
Analyzing the potential deal size and decision makers' authority is the best strategy to increase the pipeline health, because it can help the sales rep to prioritize the most valuable and likely opportunities, and focus on influencing the key stakeholders who can approve the purchase. This can increase the average deal size and the win rate, and ultimately help the sales rep to achieve their quota. Being patient or challenging the manager are not effective strategies, because they do not address the root cause of the low pipeline volume, and may result in missed targets or reduced motivation. The sales rep should take proactive actions to improve their pipeline quality and quantity, and seek feedback and guidance from their manager if needed. Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 56
A sales representative wants to prioritize their leads based on the likelihood to buy.
Which leads should be given the highest priority?

- A. Sales-qualified
- B. Marketing-qualified
- C. New-unqualified

Answer: A

Explanation:
Sales-qualified leads are leads that have been vetted by both marketing and sales teams and have expressed a clear interest in buying. They have gone through the stages of lead generation, lead nurturing, and lead qualification, and have met the criteria for being ready to buy. Sales-qualified leads should be given the highest priority, as they are the most likely to convert into customers and generate revenue. Reference:
Cert Prep: Salesforce Certified Sales Representative, unit "Sales Strategy and Planning".
The Ultimate Guide to Lead Prioritization, section "Focus on inbound leads".

NEW QUESTION # 57
A sales representative identifies a strong business case for a customer and hosts a demo to show them potential offerings and solutions.
What is the next sales pipeline stage the sales rep should enter to summarize and address the potential customer's needs?

- A. Lead Qualification
- B. Prospecting
- C. Proposal

Answer: C

Explanation:
According to the Salesforce Sales Representative Learning objectives, the proposal stage is the next step after the demo stage, where the sales rep should summarize the customer's needs, present the value proposition, and address any objections or concerns. The proposal stage is also where the sales rep should negotiate the terms and conditions of the deal, and ask for the customer's commitment to buy. References:
* Sales Rep Training: Create Effective Selling Habits
* Sales Pipeline Stages: A Visual Guide

NEW QUESTION # 58
How can whitespace analysis improve a sales representative's account management strategy?

- A. Identifies key stakeholders and decision makers to nurture relationships.
- B. Analyzes contract length and segment to identify retention opportunities.
- C. Determines current products and opportunities to sell additional products.

Answer: C

Explanation:
Determining current products and opportunities to sell additional products is how whitespace analysis can improve a sales rep's account management strategy. Whitespace analysis is the process of identifying gaps or opportunities in an account where the sales rep can offer more products or services that can add value to the customer. Whitespace analysis helps to increase revenue, profitability, and customer loyalty, as well as to prevent competitors from entering the account.

NEW QUESTION # 59
A sales representative clarifies how a specific customer will benefit from the solution proposed.
Which part of a solution unit is the sales rep using?

- A. Application
- B. Fact
- C. Benefit

Answer: C

Explanation:
A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer's pain points and needs. References:
https://www.salesforce.com/resources
/articles/value-selling/#value-selling-definition

NEW QUESTION # 60
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