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Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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.
Topic 3	• 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 4	• 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 (Q110-Q115):

NEW QUESTION # 110

A sales representative's existing customer is opening offices in new regions.
What should the sales rep focus on to increase the contract value?

- A. Growth target
- B. Expansion target
- C. Efficiency target

Answer: B

Explanation:
Expansion target is the best answer because it refers to the opportunity to sell more products or services to an existing customer who is growing their business or entering new markets. The sales rep should focus on understanding the customer's needs and goals in the new regions, and offer solutions that can help them achieve them. Efficiency target and growth target are not relevant to this scenario, because they are related to the sales rep's own performance and objectives, not the customer's. Efficiency target is about improving the sales rep's productivity and effectiveness, while growth target is about acquiring new customers or increasing market share.
Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

NEW QUESTION # 111

A company is introducing a new product line.
How should a sales representative educate prospects on their products' key benefits?

- A. Social media marketing
- B. Customer journey maps
- C. Storytelling

Answer: C

Explanation:
Educating prospects about the key benefits of new products through storytelling is an effective approach.
Storytelling involves sharing examples, customer success stories, or hypothetical scenarios that illustrate how the product can be used and the benefits it delivers. This method helps prospects visualize the product in action and understand its value in a real-world context. Salesforce often highlights the importance of storytelling in sales to make products more relatable and to create a connection with potential customers.

NEW QUESTION # 112

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. Identify prospect pain points.
- C. Gather prospect contact information.

Answer: C

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. Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 113

When a sales representative faces an objection, what is an effective first step to overcome it?

- A. Explain policies and procedures that solve the objection.
- B. Provide an additional demonstration based on the objection.
- C. Acknowledge the objection and ask follow-up questions.

Answer: C

Explanation:
Acknowledging the objection and asking follow-up questions is an effective first step to overcome an objection from the customer. Acknowledging the objection helps to show empathy and respect for the customer's concerns, as well as to avoid confrontation or defensiveness. Asking follow-up questions helps to understand the root cause, scope, and impact of the objection, as well as to clarify any misunderstandings or misinformation. Reference: https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling

NEW QUESTION # 114

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

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

Answer: C

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 # 115

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