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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">Pipeline Management: This section of the exam measures skills of Sales Representatives and involves generating new pipeline opportunities, analyzing pipeline health, and ensuring data integrity. It also covers monitoring progression across sales stages and improving customer relevance.
Topic 3	<ul style="list-style-type: none">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 4	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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.

Salesforce Certified Sales Foundations Sample Questions (Q14-Q19):

NEW QUESTION # 14

A customer experiences issues with a product after the sale is complete. The sales representative and service team were not able to resolve the issue.

What is the best course of action in this scenario?

- A. Escalate the issue to higher-level stakeholders and work collaboratively to find a solution.**
- B. Highlight that all procedural processes have been completed and there is nothing more they can do until more details are known.
- C. Acknowledge the issue and explain to the customer that service is responsible for fixing it.

Answer: A

Explanation:

When a customer experiences issues with a product after the sale is complete, the sales representative should not pass the responsibility to the service team, nor should they give up on finding a solution. Instead, the sales representative should escalate the issue to higher-level stakeholders, such as managers, executives, or product experts, and work collaboratively with them and the service team to find a solution that satisfies the customer.

This shows the customer that the sales representative cares about their success and is willing to go the extra mile to resolve the issue.

References: [Sales Rep Training: Handle Customer Issues], [Cert Prep: Salesforce Certified Sales Representative: Service and Support]

NEW QUESTION # 15

A forecast is based on the rollup of a set of opportunities.

What are three dimensions in a forecast rollup?

- A. Time, categories, and territories**
- B. Contacts, product family, and revenue
- C. Quotes, contacts, and territories

Answer: A

Explanation:

A forecast is a projection of how much revenue you can generate in a quarter. A forecast rollup is the aggregation of a set of opportunities based on three dimensions: time, categories, and territories. Time refers to the fiscal period, such as month or quarter, that the forecast covers. Categories refer to the stages of the sales process, such as commit, best case, or pipeline. Territories refer to the sales regions or markets that the forecast applies to. References:

* Certification - Sales Representative - Trailhead

* Cert Prep: Salesforce Certified Sales Representative - Trailhead

* [Forecasting Guide - Salesforce Help]

NEW QUESTION # 16

A new sales representative is struggling to fill the top of their sales funnel.

What is the potential benefit of revisiting dead opportunities?

- A. To gain customer feedback and improve their approach
- B. To see if new decision makers are available
- C. To determine if the customer needs have changed**

Answer: C

Explanation:

Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit.

Revisiting dead opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 17

A sales representative wants to highlight a customer's return on their investment.

Which type of analysis should the sales rep use to show this?

- A. SWOT analysis
- B. Root cause analysis
- C. Cost benefit analysis

Answer: C

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. References:

* Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value".

* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

* How to calculate your Return on Customer Investment.

NEW QUESTION # 18

A customer's order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled.

What should the sales representative check to fulfill the order through a different warehouse?

- A. Shipping time
- B. Product inventory
- C. Pricing information

Answer: B

Explanation:

Product inventory is what the sales rep should check to fulfill the order through a different warehouse.

Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

NEW QUESTION # 19

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