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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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 5	• 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.

Salesforce Certified Sales Foundations Sample Questions (Q35-Q40):

NEW QUESTION # 35
A sales representative is struggling with forecast accuracy due toa lack of insight into the potential success of various opportunities.
Which technique will help improve the sales rep's forecasting accuracy?

- A. Prioritizing deals based on seller intuition
- B. Implementing AI-based deal scoring systems
- C. Focusing on industry trends to predict future outcomes

Answer: B

Explanation:
One of the techniques that can help improve the sales rep's forecasting accuracy is implementing AI-based deal scoring systems, such as Salesforce Einstein. AI-based deal scoring systems use machine learningalgorithms to analyze historical and real-time data from various sources, such as CRM, email, calendar, and social media, and assign a score to each opportunity based on the likelihood of closing. The score reflects factors such as the customer's engagement level, buying signals, past behavior, and fit with the ideal customer profile. By using AI-based deal scoring systems, the sales rep can prioritize the most promising opportunities, focus on the best actions to move them forward, and forecast more accurately and confidently. References:
* Improve Sales Forecasting Accuracy with These Best Practices, section "Use AI to Score Deals".
* How to Improve Sales Forecasting Accuracy, section "Use AI to Score Deals".

NEW QUESTION # 36
A sales representative has a pipeline with a mix of opportunities at various stages.
The sales rep wants to improve stage velocity.
What should the sales rep do to improve stage velocity?

- A. Survey customers and engage them when the customer requests.
- B. Obtain guidance from a manager and create a follow-up cadence.
- C. Sort deals by size and focus on the largest ones first.

Answer: B

Explanation:
Obtaining guidance from a manager and creating a follow-up cadence is what the sales rep should do to improve stage velocity.
Stage velocity is the measure of how fast an opportunity moves from one stage to another in the sales process. Obtaining guidance from a manager helps to get feedback, advice, and support on how to advance the opportunity. Creating a follow-up cadence helps to maintain communication, engagement, and momentum with the
customer.References:https://www.salesforce.com/resources/articles/sales-pipeline
/#sales-pipeline-metrics

NEW QUESTION # 37
A sales representative is having challenges getting access to the decision maker to close a deal.
How can the sales rep convince their contact to make an introduction to the decision maker?

- A. Increase the frequency of engagement with the contact.
- B. Share a customer success story based on real-world use cases and results.
- C. Focus the discussion on the contact's role and responsibilities.

Answer: B

Explanation:
Sharing a customer success story is a powerful way to convince a contact to make an introduction to the decisionmaker, as it demonstrates the value and credibility of the sales rep's solution. A customer success story should include the following elements: the customer's challenge, the solution they implemented, and the results they achieved. The sales rep should also tailor the story to match the contact's industry, role, and pain points, and highlight how the solution can help them achieve their goals. By sharing a customer success story, the sales rep can create a sense of urgency and curiosity in the contact, and motivate them to introduce the sales rep to the decision maker who can benefit from the solution as well. References:
* Sales Rep Training: Create Effective Selling Habits, unit "Use Customer Success Stories to Sell with Value".
* Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value".

NEW QUESTION # 38
A sales representative uses job titles as an indicator to qualify leads.
Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead has sufficient buying power
- B. Whether the lead is based within their region
- C. Whether the lead is engaged in the sales process

Answer: A

Explanation:
Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

NEW QUESTION # 39
Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.
Which activity should UC and its sales reps review mid-year to ensure success?

- A. Assess prospect and account quality to prioritize leads.
- B. Survey the sales team and get recommendations.
- C. Change plans to provide a fresh view on each account.

Answer: A

Explanation:
Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid- year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy.References:https://www.salesforce.com/resources
/articles/lead-generation/#lead-generation-strategies

NEW QUESTION # 40
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