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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<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 3	<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.

Salesforce Certified Sales Foundations Sample Questions (Q61-Q66):

NEW QUESTION # 61

What is the desired outcome of an upsell proposal?

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

Answer: C

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. References: <https://www.salesforce.com/resources/articles/upselling/#upselling-definition>

NEW QUESTION # 62

Before a sales representative can close a deal, they are providing the deadlines, payment schedule agreement, and requirements of the engagement.

Which document is the sales rep preparing to finalize this deal?

- A. Statement of work
- B. Master service agreement
- C. New order form

Answer: A

Explanation:

A statement of work is a document that the sales rep prepares to finalize a deal with the customer. A statement of work defines the scope, deliverables, timeline, and terms of the engagement between the sales rep's company and the customer. A statement of work helps to clarify expectations, responsibilities, and obligations for both parties, as well as to prevent any misunderstandings or disputes. References: <https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition>

NEW QUESTION # 63

What is a prerequisite for preparing an initial proposal that will bring value to the prospect?

- A. Discover their business needs.
- B. Provide as much technical information as possible.
- C. Use a template to create a framework.

Answer: A

Explanation:

A prerequisite for preparing an initial proposal that will bring value to the prospect is to discover their business needs. This involves asking open-ended questions, listening actively, and using whiteboarding or other techniques to explore and understand the prospect's situation, goals, challenges, and pain points. By discovering their business needs, the sales representative can tailor the proposal to address the specific problems or opportunities that the prospect is facing, and to demonstrate how the solution can deliver value and benefits to the prospect. References: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

NEW QUESTION # 64

A customer has questions about the features of one product they are evaluating.

What is the first step the sales representative should take to address this?

- A. Dispatch service technician.
- B. Schedule new product demo.
- C. Supply product references.

Answer: C

Explanation:

Supplying product references is the first step that the sales rep should take to address a customer's questions about the features of one product they are evaluating. Product references are testimonials or case studies from existing customers who have used the product and can vouch for its features and benefits. Product references help to answer questions, provide proof points, build trust and credibility, and influence purchase decisions.

References: <https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition>

NEW QUESTION # 65

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. Acknowledge the issue and explain to the customer that service is responsible for fixing it.
- C. Highlight that all procedural processes have been completed and there is nothing more they can do until more details are known.

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 # 66

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