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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	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 (Q117-Q122):

NEW QUESTION # 117

After verbally agreeing to the price and receiving a formal agreement, the customer informs the sales representative they are delaying the signature due to concerns about a liability risk.

Which customer role should the sales rep meet with to address the concerns?

- A. Legal
- B. Operations
- C. Finance

Answer: A

Explanation:

The customer role that the sales rep should meet with to address the concerns about a liability risk is legal. Legal is the customer role that is responsible for reviewing and approving the contractual terms and conditions, ensuring compliance with laws and regulations, and mitigating any potential risks or liabilities. The sales rep should consult with their own legal team and work collaboratively with the customer's legal team to resolve any issues or objections, and to finalize the agreement. Reference: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

NEW QUESTION # 118

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Compare risks and benefits using features, advantages, and benefits (FAB).
- B. Ask questions to determine if they can get the deal back on track.
- C. Stand by the solution and point out their misunderstanding.

Answer: B

Explanation:

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections. Reference: <https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

NEW QUESTION # 119

When assigned a new sales territory, what is the first step to prioritizing selling efforts?

- A. Determine the physical location of each account.
- B. Identify the territory's key accounts.
- C. Determine the number of accounts and territory size.

Answer: B

Explanation:

The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision-makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory. Reference:

Sales Rep Training: Prioritize Your Selling Efforts

Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

NEW QUESTION # 120

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 quota.

Which strategy would help the sales rep increase their pipeline health?

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

Answer: C

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

NEW QUESTION # 121

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

- A. Phone calls provide immediate feedback whether the lead is worth pursuing.
- B. Phone calls are a quicker and more scalable method of contact.
- C. Key decision makers usually respond more readily to phone calls.

Answer: A

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively.

Reference:

Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

[Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

NEW QUESTION # 122

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