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Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

TopicDetailsTopic 1- Develop business relationships and build partnerships with key roles and personas- Explain key inputs that drive the forecasting processTopic 2- Identify how to qualify a prospect and when to move to the next stage of the sales process- Identify the actions needed to book and fulfill ordersTopic 3- Gain customer commitment and close formal contract- Demonstrate thought leadership and build credibility to shift the customer's thinkingTopic 4- Measure the risks and opportunities associated with a business deal- Nurture relationships and drive product adoption to maximize value for the customerTopic 5- Calculate sales quota attainability based on account, territory, and prospect insights- Identify and remove all challenges to finalize the dealTopic 6- Develop and present the value proposition of a solution based on customer needs- Explain pipe progression and stage velocity

Q51. How can whitespace analysis improve a sales representative's account management strategy?

* Identifies key stakeholders and decision makers to nurture relationships.
* Determines current products and opportunities to sell additional products.
* Analyzes contract length and segment to identify retention opportunities.

Determining current products and opportunities to sell additional products is how whitespace analysis can improve a sales rep's account management strategy. Whitespace analysis is the process of identifying gaps or opportunities in an account where the sales rep can offer more products or services that can add value to the customer. Whitespace analysis helps to increase revenue, profitability, and customer loyalty, as well as to prevent competitors from entering the account.

Q52. A sales representative is having a difficult time identifying the root cause of their customer's issue. The sales rep knows they need to first acknowledge the customer's experience and perspective.

What is the recommended action the sales rep should take next?

* Provide a product demo.
* Show empathy.
* Make recommendations.

When faced with a customer issue and after acknowledging the customer's experience, the recommended next step for a sales representative is to show empathy. Empathy involves understanding and sharing the feelings of another, which in this context means recognizing the impact of the issue on the customer and conveying genuine concern. This approach helps build a rapport and trust with the customer, demonstrating that the sales rep is not just focused on a transaction but cares about the customer's overall experience and success. Salesforce emphasizes the importance of empathy in customer interactions as a way to strengthen relationships and foster loyalty.

Q53. A sales representative is working to understand a prospect's pain points, desired outcomes, and emotional drivers.

In which phase of the sales process is this deal?

* Connect
* Create
* Collaborate

Create is the phase of the sales process where this deal is when the sales rep is working to understand a prospect's pain points, desired outcomes, and emotional drivers. Create is the phase where the sales rep presents and demonstrates how their product can address the prospect's pain points and needs, and deliver tangible benefits and outcomes. Create is also where the sales rep builds rapport and trust with the prospect by showing empathy and understanding of their emotional drivers. Reference: https://www.salesforce.com/resources/articles/sales-process/#sales-process-stages The create phase of the sales process is where the sales representative works to understand the prospect's pain points, desired outcomes, and emotional drivers. This phase involves asking open-ended questions, conducting discovery sessions, and identifying the prospect's challenges and goals. The create phase helps the sales representative to build rapport and trust with the prospect, and to uncover the value proposition and the solution fit for their needs. Reference:

Sales Rep Training: Define the Scope of a Solution, unit "Use Discovery to Understand Customer Needs".

Cert Prep: Salesforce Certified Sales Representative, unit "Define the Scope of a Solution".

Q54. What is the desired outcome of an upsell proposal?

* To optimize existing product offerings
* To decrease customer churn rate
* To maintain current agreement during a renewal

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. Reference: https://www.salesforce.com/resources/articles/upselling/#upselling-definition

Q55. A sales representative is using elicitation techniques to gain a better understanding of their customer's business strategies, goals, initiatives, and challenges.

What are three elicitation techniques the sales rep should use?
* Processing, pace analysis, and perseverance
* Brainstorming, observation, and surveys
* Developing, testing, and implementation

Brainstorming, observation, and surveys are three elicitation techniques that the sales rep should use to gain a better understanding of their customer's business strategies, goals, initiatives, and challenges. Elicitation is the process of gathering information from various sources using different methods. Brainstorming is a technique that involves generating ideas or solutions through creative thinking and collaboration. Observation is a technique that involves watching or monitoring how customers perform their tasks or use their products. Surveys are a technique that involves collecting feedback or opinions from customers using structured questions or scales. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam

Q56. How does understanding a customer's business strategies and goals help a sales representative scope a solution?
* Helps predict if the opportunity will close in the current quarter
* Tailors the sales pitch and offers to align with the customers objectives
* Allows the sales rep to move on to their next deal more quickly

Tailoring the sales pitch and offers to align with the customers objectives is how understanding a customer's business strategies and goals helps a sales rep scope a solution. Scoping a solution means defining and presenting the features, benefits, and value of the product that can address the customer's pain points and needs. Tailoring the sales pitch and offers helps to show how the solution can help the customer achieve their desired outcomes, as well as to differentiate it from competitors. Reference: https://www.salesforce.com/resources/articles/sales-process/#present

Q57. What can help a sales representative frame a solution around a customer's business challenges?
* Focusing on their personal sales targets
* Offering the lowest price possible
* Addressing the customer's pain points

A sales representative can frame a solution around a customer's business challenges by addressing the customer's pain points. Pain points are the specific problems or issues that the customer is facing or wants to avoid. By understanding the customer's pain points, the sales representative can tailor the solution to meet the customer's needs and goals, and demonstrate how the solution can solve the customer's problems or prevent them from occurring. Addressing the customer's pain points also helps the sales representative to build trust and rapport, and to show the value and benefits of the solution. Reference: [Sales Rep Training: Present Solutions], [Cert Prep: Salesforce Certified Sales Representative: Present Solutions]

Q58. A sales representative just closed a deal and wants to make sure the customer is set up for success.

How can the sales rep ensure the customer has a great experience with the product?
* Share other customer success stories.
* Recommend additional products and services.
* Provide timely support and training.

Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product. Support and training help the customer to use the product effectively, efficiently, and confidently, as well as to troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer. Reference:

https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips

Q59. 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?
* Survey the sales team and get recommendations.
* Change plans to provide a fresh view on each account.
* Assess prospect and account quality to prioritize leads.

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. Reference: https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies

Q60. 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?
* Ask questions to determine if they can get the deal back on track.
* Stand by the solution and point out their misunderstanding.
* Compare risks and benefits using features, advantages, and benefits (FAB).

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

Q61. 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?
* Key decision makers usually respond more readily to phone calls.
* Phone calls provide immediate feedback whether the lead is worth pursuing.
* Phone calls are a quicker and more scalable method of contact.

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”

Q62. A new sales representative is struggling to fill the top of their sales funnel.

What is the potential benefit of revisiting dead opportunities?
* To gain customer feedback and improve their approach

* To determine if the customer needs have changed
* To see it new decision makers are available

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. Reference: https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies

Q63. A sales team knows the importance of building an accurate forecast.

Which foundational priority should be in place to help ensure data quality across teams?
* Collaboration
* Pipeline visibility
* Sales process

Sales process is the foundational priority that should be in place to help ensure data quality across teams when building an accurate forecast. A forecast is a prediction or estimation of future sales revenue based on current and historical data. A sales process is a series of steps or stages that guide a sales rep from finding prospects to closing deals. Having a sales process helps to ensure data quality across teams by providing a common framework, language, and criteria for entering, updating, and reporting data in a consistent and reliable way.

Q64. A sales representative recently closed a deal and wants to measure how likely the customer would be to recommend the product.

Which measurement should the sales rep use?
* Net Promoter Score (NPS)
* Customer Satisfaction Survey (CSAT)
* Customer Engagement Score (CES)

Net Promoter Score (NPS) is a metric that evaluates the loyalty and satisfaction of customers based on how likely they are to recommend a product or service to others. It is calculated by asking customers one question: “On a scale from 0 to 10, how likely are you to recommend this product/service to a friend or colleague?” Customers who respond with a 9 or 10 are considered promoters, customers who respond with a 7 or 8 are considered passives, and customers who respond with a 6 or lower are considered detractors. The NPS is then calculated by subtracting the percentage of detractors from the percentage of promoters. NPS can help sales reps identify their most enthusiastic and loyal customers, as well as those who are at risk of churn or dissatisfaction. NPS can also help sales reps generate referrals, testimonials, and reviews from their promoters, as well as improve their products and services based on the feedback from their detractors and passives. Reference:

What is Net Promoter Score (NPS)? How to Calculate & Interpret – Hotjar Net Promoter Score (NPS): The Ultimate Guide – Qualtrics What is Net Promoter Score (NPS) | Definition and Examples – ProductPlan

Q65. A sales representative presented a solution and overcame the objections, but the prospect is still not completely ready to commit. The sales rep suspects the prospect is unsure about the product and will want to return it. The sales rep decides to let the prospect try out the product for a predetermined period.

Which type of close was chosen?
* Summary
* Puppy Dog
* Assumptive

A puppy dog close is a sales technique that involves letting the prospect try out the product or service for a limited time, hoping that they will fall in love with it and buy it. This type of close is often used for products that have a high emotional appeal, such as cars, jewelry, or pets. The sales representative in this scenario chose a puppy dog close because they suspected the prospect was unsure about the product and wanted to give them a chance to experience its benefits firsthand. Reference:

Cert Prep: Salesforce Certified Sales Representative, Unit 5: Close the Deal

[Sales Rep Training], Unit 2: Close the Deal

Salesforce Certified Sales Representative Exam Guide, Section 5: Closing Deals

Q66. A Universal Containers sales representative is working with an account prospect to get them more comfortable with the company’s offerings and solutions.

Which approach would help the sales rep educate the prospect about their offerings and solutions?
* Tell the prospect about similar industry solutions, even if some may not be relevant.
* Try to impress the prospect by using their industry’s jargon when describing each offering.
* Share a current customer story for an account in a similar industry as the prospect.
Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that showcases how the sales rep’s solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its credibility. Reference: https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-tips

Q67. A sales representative wants to improve the overall health of their pipeline.

Why is it important to take a strategic approach to prospecting?
* Reduce non-selling administrative efforts.
* Improve efficiency and return on investment.
* Increase the number of customer engagements.
Prospecting is the process of identifying and reaching out to potential customers who are likely to buy your product or service. Taking a strategic approach to prospecting means having a clear plan, criteria, and method for finding and qualifying prospects. This can help improve the overall health of the pipeline, as it ensures that the sales representative is focusing on the most valuable and relevant opportunities, and not wasting time and resources on unqualified or uninterested leads. A strategic approach to prospecting can also improve the efficiency and return on investment of the sales process, as it can increase the conversion rate, shorten the sales cycle, and reduce the cost of acquisition. Reference:

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

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

Q68. A sales representative is negotiating with a customer to renew their agreement. Historically, the customer has been unwilling to purchase additional products due to cost concerns.

Which type of strategy should the sales rep use?
* Price skimming
* Bundle pricing
* Competitor-based pricing

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