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Salesforce

Sales-101

Salesforce Certified Sales Foundations



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Question: 1

A sales representative presents a solution and the customer isinterested in moving forward. How can the sales rep gain the customer's commitment and close the deal?

A. Negotiate to finalize the contract.
B. Propose and schedule an additional demo.
C. Develop a roadmap with complementary products.

Answer: A

Explanation:
Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction.https://www.salesforce.com/resources/articles/sales-process/#negotiate

Question: 2

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer
What are these instructions known as?

A. Fulfilmentprocedures
B. Standard operating procedures
C. Standard engagement steps

Answer: B

Explanation:
Standard operating procedures (SOPs) are detailed instructions that describe how to perform a specific task or process. SOPs help to ensure consistency, quality, and compliance in fulfilling orders for different customers.Reference:https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process

Question: 3

In which way should a sales representative drive trust through professional competency?

A. Asking questions to look for common interests, personal motivators, and hesitation
B. Collecting and processing information on products, competitors, and industries
C. Understanding the buyer's experience in the market and years of service

Answer: B

Explanation:
Professional competency is the ability to demonstrate knowledge and skills that arerelevant and valuable to the customer. By collecting and processing information on products, competitors, and industries, a sales rep can show their expertise, credibility, and confidence in providing solutions that meet the customer's needs and expectations.
Reference:https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam

Question: 4

A sales representative is preparing a presentation to showcase the value proposition of their solution to a prospect.
What should be the main objective of this presentation?

A. To provide an in-depth analysis of the prospect's competitors and market trends
B. To build credibility with the prospect using their public speaking skills and professional appearance
C. To communicate how the solution addresses the prospect's pain points and needs, and delivers tangible return on investment (ROI)

Answer: C

Explanation:
The main objective of a value proposition presentation is to show the prospect how the solution can solve their problems, fulfill their needs, and provide them with benefits that outweigh the costs. A value proposition presentation should highlight the unique features and advantages of the solution, as well as quantify the expected outcomes and ROI for the prospect.Reference:https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation

Question: 5

A sales representative closed a deal with a customer 6 months ago. The customer is now experiencing issues with the solution and the sales rep is trying to assess the customer's realized value.
What should the sales rep do?

A. Acknowledge the customer's concerns while trying to find easier customers.
B. Reassess the customer's expected value based on the current situation.
C. Try to sell additional products or services to increase the realized value.

Answer: B

Explanation:
Realized value is the difference between the expected value and the actual value that the customer receives from using the solution. If the customer is experiencing issues with the solution, the sales rep should reassess the customer’s expected value based on the current situation, identify any gaps ordiscrepancies, and work with the customer to resolve themand ensure their satisfaction.Reference:https://www.salesforce.com/resources/articles/customer-success/#customer-success-metrics

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