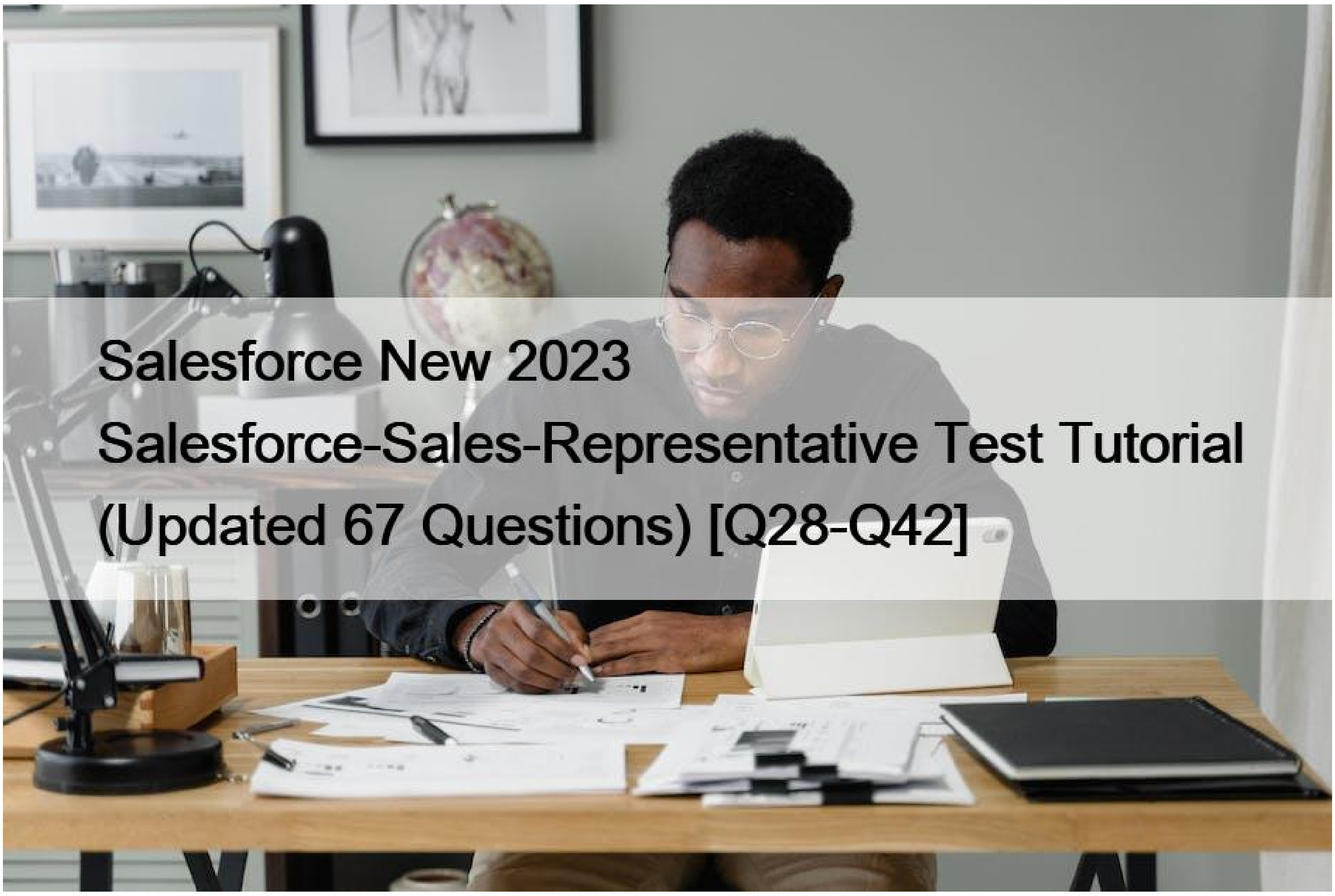
Salesforce New 2023 Salesforce-Sales-Representative Test Tutorial (Updated 67 Questions) [Q28-Q42]



Salesforce New 2023 Salesforce-Sales-Representative Test Tutorial (Updated 67 Questions)
Salesforce-Sales-Representative Exam Questions Dumps, Selling Salesforce Products

Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

TopicDetailsTopic 1- Analyze pipeline health insights ensuring data integrity to improve customer relevance- Assess forecast accuracy to drive opportunity consistencyTopic 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- Develop and present the value proposition of a solution based on customer needs- Explain pipe progression and stage velocityTopic 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- Gain customer commitment and close formal contract- Demonstrate thought leadership and build credibility to shift the customer's thinking

Q28. 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?
* Statement of work
* New order form
* Master service agreement
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. Reference: https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition

Q29. Which element should a sales representative understand to determine if a sale quota is attainable?
* Measures such as activity and outcome
* If the compensation plan is capped or uncapped
* The percentage of variable compensation
Measures such as activity and outcome are elements that the sales rep should understand to determine if a sales quota is attainable. Activity measures are indicators of how much effort and action the sales rep puts into achieving their sales quota, such as number of calls made, emails sent, meetings scheduled, etc. Outcome measures are indicators of how much result and impact the sales rep achieves from their sales quota, such as number of leads generated, opportunities created, deals closed, etc. Reference: https://www.salesforce.com/resources/articles/sales-quota/#sales-quota-definition

Q30. 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?
* Whether the lead is engaged in the sales process
* Whether the lead is based within their region
* Whether the lead has sufficient buying power
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.

Q31. A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?
* Negotiation
* Renewal
* Discovery
Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect’s pain points, needs, goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer. Reference: https://www.salesforce.com/resources/articles/sales-process/#discovery

Q32. A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without providing much detail.

What should the sales rep do to uncover why the customer is delaying the decision?
* Highlight the benefits of the product to the customer.
* Ask pointed questions to identify customer interests.

* Discuss the customer’s concerns with their internal team.

Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue. Pointed questions help to get to the core of the customer’s hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action. Reference:
https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types

Q33. A sales representative is given an objection and shows respect for the customer’s opinion.

What level of listening is the sales rep leveraging?

* Attentive
* Selective
* Empathetic

Empathetic listening is the level of listening that the sales rep is leveraging when they show respect for the customer’s opinion after receiving an objection. An objection is a reason or concern that the customer has for not buying the product or service that the sales rep offers. Empathetic listening is a type of listening that involves understanding and sharing the feelings and emotions of the customer, as well as acknowledging and validating their perspective. Empathetic listening helps to build trust and rapport, reduce resistance, and resolve objections.

Q34. A sales representative clarifies how a specific customer will benefit from the solution proposed.

Which part of a solution unit is the sales rep using?

* Application
* Fact
* Benefit

A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer’s pain points and needs.
Reference: https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition

Q35. What should the sales rep focus on to create and maintain a trusted connection that supports the customer’s strategic priorities and requirements?

* Industry
* Business
* People

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer’s strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer’s business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

Q36. In which way should a sales representative drive trust through professional competency?

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

Professional competency is the ability to demonstrate knowledge and skills that are relevant 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

Q37. 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

Q38. 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

Q39. 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?
* Sort deals by size and focus on the largest ones first.
* Obtain guidance from a manager and create a follow-up cadence.
* Survey customers and engage them when the customer requests.
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. Reference: https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics

Q40. A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?
* Identify potential trigger events as the reason to reach out to prospects.
* Connect with customers associated with the prospect on social media.
* Focus on personal details when communicating with the prospect.
Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. Reference: https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies

Q41. After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer.

How should the sales rep build credibility with the prospect to better their chances of a successful pitch?
* Base the pitch on what the prospect has explicitly told them in previous conversations.
* Base the pitch on the sales rep’s company’s proven, most successful product lines.
* Base the pitch on discovery research into the prospect’s customers’ challenges.

Basing the pitch on discovery research into the prospect’s customers’ challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework, understands the prospect’s business and market situation, and can provide solutions that can help them serve their customers better.
Reference: https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips

Q42. A sales representative wants to gain access to new buyers by leveraging people who are loyal to them, likely to recommend their solution, and well respected in their organization.

Which type of customer does the sales rep want to target?
* Supportive
* Champion
* Favorable

A champion is a type of customer who is loyal to the sales rep, likely to recommend their solution, and well respected in their organization. A champion can help the sales rep gain access to new buyers by influencing their decision-making process, providing referrals and testimonials, and advocating for the solution within their organization. Reference:
https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition

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https://www.examcollectionpass.com/Salesforce/Salesforce-Sales-Representative-practice-exam-dumps.html]