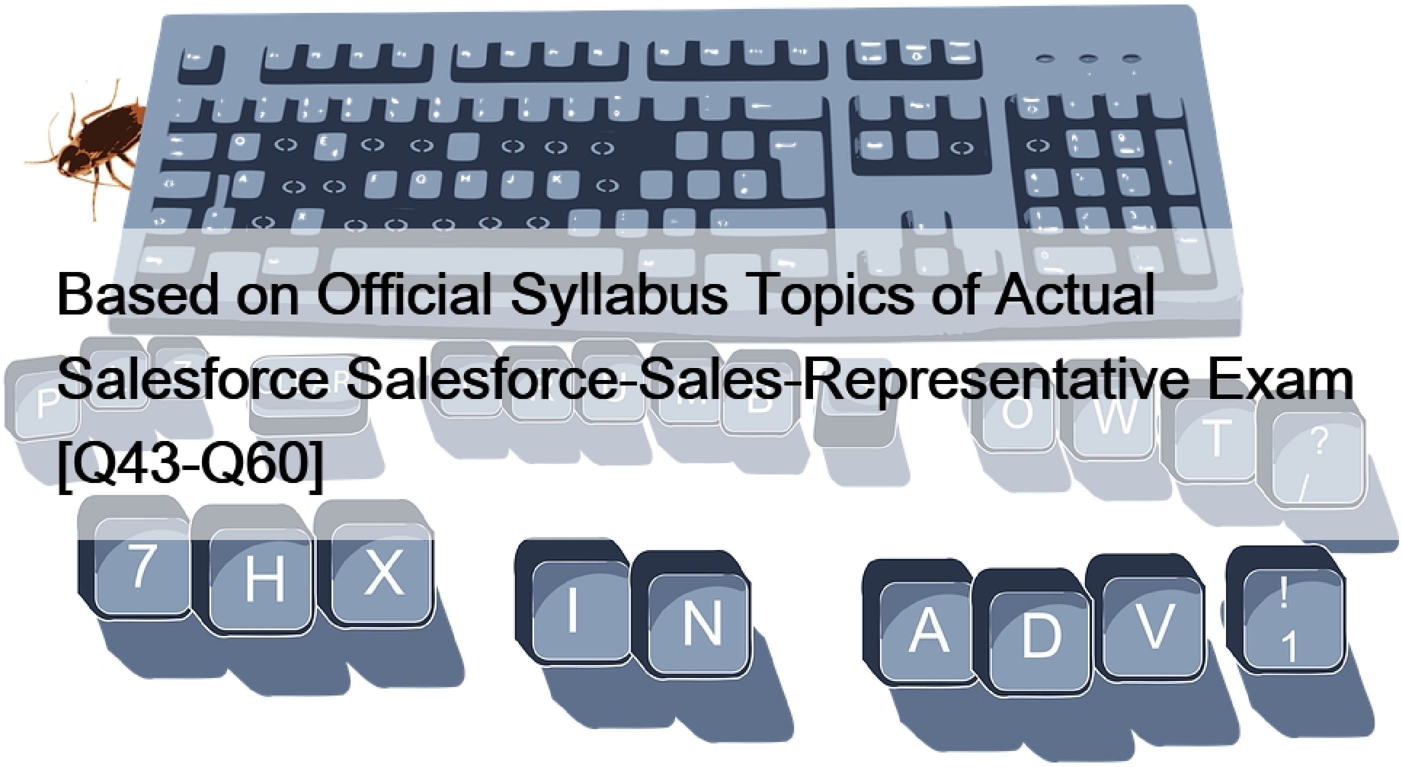
Based on Official Syllabus Topics of Actual Salesforce Salesforce-Sales-Representative Exam [Q43-Q60



Based on Official Syllabus Topics of Actual Salesforce Salesforce-Sales-Representative Exam Free Salesforce-Sales-Representative Dumps are Available for Instant Access

Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

TopicDetailsTopic 1- Calculate sales quota attainability based on account, territory, and prospect insights- Identify and remove all challenges to finalize the dealTopic 2- Develop and present the value proposition of a solution based on customer needs- Explain pipe progression and stage velocityTopic 3- Identify the post-sales customer journey- Leverage multiple touchpoints to build prospect interest and align on why a solution meets their needsTopic 4- Develop business relationships and build partnerships with key roles and personas- Explain key inputs that drive the forecasting processTopic 5- Analyze pipeline health insights ensuring data integrity to improve customer relevance- Assess forecast accuracy to drive opportunity consistencyTopic 6- 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 orders

QUESTION 43

A sales representative wants to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution.

What should they use?

* Summary statement
* Success story
* Solution unit

A success story is what the sales representative should use to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution, because it shows the customer how the sales rep’s solution has helped other customers with similar needs and challenges, and what results and benefits they have achieved. A success story can also help to build trust and credibility with the customer, and inspire them to take action. A summary statement or a solution unit are not the best answers, because they are not as effective as a success story in demonstrating the sales rep’s competitive advantage. A summary statement is a brief recap of the customer’s situation, needs, and desired outcomes, but it does not show how the sales rep’s solution can meet them. A solution unit is a specific feature or benefit of the sales rep’s solution, but it does not show how it has worked for other customers or what outcomes it can deliver. Reference: Certification – Sales Representative – Trailhead, Sales Rep Training: Customer Engagement – Trailhead

QUESTION 44

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

QUESTION 45

A forecast is based on the rollup of a set of opportunities.

What are three dimensions in a forecast rollup?
* Contacts, product family, and revenue
* Time, categories, and territories
* Quotes, contacts, and territories

A forecast is a projection of how much revenue you can generate in a quarter. A forecast rollup is the aggregation of a set of opportunities based on three dimensions: time, categories, and territories. Time refers to the fiscal period, such as month or quarter, that the forecast covers. Categories refer to the stages of the sales process, such as commit, best case, or pipeline. Territories refer to the sales regions or markets that the forecast applies to. Reference:

Certification – Sales Representative – Trailhead

Cert Prep: Salesforce Certified Sales Representative – Trailhead

[Forecasting Guide – Salesforce Help]

QUESTION 46

A sales representative plans to attend a large industry conference.

How can the sales rep ensure the largest return on investment for attending the conference?
* Set up meet and greet opportunities with attendees.
* Develop a targeted plan and coordinate a series of touchpoints.
* Attend as many networking events as possible.
Developing a targeted plan and coordinating a series of touchpoints is a way to ensure the largest return on investment for attending a conference by maximizing the opportunities to connect with potential prospects, customers, and partners. A targeted plan should include identifying the goals, audience, and message for the conference, as well as scheduling meetings, events, and follow-ups with key contacts. Reference: https://www.salesforce.com/resources/articles/sales-conference/#sales-conference-tips

QUESTION 47

A sales representative conducts research with their customer and gains insights for developing a value proposition to solve their customer’s challenges.

How should the sales rep introduce their value proposition to their customer?
* Collaborate internally to iterate on the value proposition for the customer.
* Unveil the value proposition to the customer after it is finalized.
* Make a draft of the value proposition and seek customer feedback.
Making a draft of the value proposition and seeking customer feedback is the best way to introduce the value proposition to the customer, because it allows the sales rep to validate their assumptions, test their hypotheses, and refine their solution based on the customer’s input. This also helps to build trust and rapport with the customer, and demonstrate that the sales rep is genuinely interested in solving their challenges. Collaborating internally to iterate on the value proposition for the customer is not a bad idea, but it does not involve the customer in the process, and may result in a solution that does not match the customer’s needs or expectations. Unveiling the value proposition to the customer after it is finalized is a risky strategy, because it may surprise or disappoint the customer, and leave no room for adjustments or negotiations. Reference: Certification – Sales Representative – Trailhead, [Sales Rep Training: Create Effective Selling Habits – Trailhead]

QUESTION 48

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
A sales process is a set of steps and stages that guide the sales team from prospecting to closing deals. A sales process helps ensure data quality across teams by providing a common framework, language, and methodology for managing opportunities and forecasting. A sales process also helps align the sales team with the customer’s buying journey, and enables them to track and measure their progress and performance. A sales process can improve the accuracy, consistency, and completeness of the data in the pipeline, and help the sales team make better decisions and predictions. Reference:

Cert Prep: Salesforce Certified Sales Representative, unit “Assess Risks and Opportunities”

[Sales Rep Training], unit “Create Effective Selling Habits”

Salesforce Certified Sales Representative Exam Guide, section “Assess Risks and Opportunities”

QUESTION 49

Why is collaborating with departments such as marketing and service crucial to generating a new pipeline?
* To expand and improve networking skills
* To avoid competing for the best leads
* To leverage additional expertise and resources
Leveraging additional expertise and resources is why collaborating with departments such as marketing and service is crucial to generating a new pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Collaborating with marketing and service helps to access their knowledge, skills, and tools that can help the sales rep generate more leads, nurture more prospects, and close more deals.

QUESTION 50

After a sales representative presents a proposal, the customer mentions return on investment as one of their concerns.

Which objection category does this fall into?
* Requirements
* Trust
* Price
Price objections are related to the customer’s perception of the value of the solution and their ability or willingness to pay for it. Return on investment (ROI) is a measure of the value that the solution provides in relation to its cost. If the customer is concerned about ROI, it means they are not convinced that the solution is worth the price or that they can afford it. The sales representative should address this objection by demonstrating the value proposition of the solution, highlighting the benefits and outcomes that the customer can expect, and showing how the solution can help the customer achieve their goals and solve their problems. The sales representative should also explore the customer’s budget and decision-making process, and offer flexible payment options or discounts if possible. Reference: Certification – Sales Representative – Trailhead, [Sales Rep Training: Create Effective Selling Habits – Trailhead]

QUESTION 51

A sales representative wants to drive the adoption of a new product with a customer.

How should the sales rep address the customer’s question: “What’s in it for me?”
* Offer a product sample.
* Articulate the business value.
* Provide product documentation.
Articulating the business value is how the sales rep should address the customer’s question: “What’s in it for me?” Business value is the benefit or advantage that the product provides to the customer in terms of improving their situation, solving their problems, fulfilling their needs, or achieving their goals. Articulating the business value helps to show the customer how the product can help them succeed and grow. Reference:
https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition

QUESTION 52

A sales representative is aware of an upcoming end-of-contract period for a key customer.

How should the sales rep adapt their sales activities to address this change?
* Wait for the contract to expire before engaging with the customer.
* Focus on finding new customers to replace the potentially last contract.
* Proactively engage with the customer to renew or expand the contract.
Proactively engaging with the customer to renew or expand the contract is how the sales rep should adapt their sales activities to

address the upcoming end-of-contract period for a key customer. Proactively engaging means reaching out to the customer before the contract expires, and initiating a conversation about their satisfaction, needs, and goals. This helps to build trust and loyalty, demonstrate value and differentiation, and identify opportunities to renew or upsell the contract. Reference: https://www.salesforce.com/resources/articles/account-management/#account-management-renewals

QUESTION 53

A sales representative works at a heavily siloed company and is unable to gather insights for renewals.

How should the sales rep improve data integrity in the pipeline working across silos?

* Offer customer discounts to expedite the sale.
* Log in as the customer to review their data.
* Collaborate with other customer-facing teams.

Data integrity is the accuracy, completeness, and consistency of data in the pipeline. Data integrity is essential for effective forecasting, reporting, and decision making. A sales representative who works at a heavily siloed company may face challenges in gathering insights for renewals, such as customer satisfaction, usage, feedback, and retention. To improve data integrity in the pipeline working across silos, the sales rep should collaborate with other customer-facing teams, such as service, support, marketing, and product. By sharing information and insights with these teams, the sales rep can gain a holistic view of the customer’s needs, expectations, and challenges, and plan accordingly for renewals. The other options are not effective ways to improve data integrity, as they may compromise customer trust, violate privacy, or reduce profitability. Reference:

Cert Prep: Salesforce Certified Sales Representative, unit “Assess Risks and Opportunities”

[Sales Rep Training], unit “Create Effective Selling Habits”

QUESTION 54

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

QUESTION 55

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

* Lead quality score
* Customer satisfaction score
* Lead conversion rate

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer’s problems, fulfill their needs, and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions. Reference: https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-metrics

QUESTION 56

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?
* Competitor-based pricing
* Bundle pricing
* Price skimming

A type of strategy that the sales rep should use when negotiating with a customer who has been unwilling to purchase additional products due to cost concerns is bundle pricing. Bundle pricing is a pricing strategy that involves offering a set of products or services together at a lower price than if they were sold separately. Bundle pricing can help the sales rep to increase the perceived value of the solution, cross-sell or upsell additional products or services, and differentiate from competitors. Bundle pricing can also help the customer to save money, simplify the purchase decision, and meet their needs more effectively. Reference: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

QUESTION 57

In addition to learning more about customers, what does customer-centric discovery allow a sales representative to do?
* Present pricing and contracts as quickly as possible.
* Pitch a product regardless of the customer’s need.
* Co-create strategies based on confirmed challenges.

Co-creating strategies based on confirmed challenges is what customer-centric discovery allows a sales rep to do, in addition to learning more about customers. Customer-centric discovery is the process of asking questions and listening to customers to understand their situation, needs, goals, and challenges. Co-creating strategies means working with customers to design and propose solutions that can address their confirmed challenges and deliver value and outcomes. Co-creating strategies helps to build trust and rapport, demonstrate expertise and differentiation, and influence purchase decisions.

QUESTION 58

A sales representative is asked by their sales manager to lead a cold-calling campaign.

Where can the sales rep start?
* Identify prospect pain points.
* Enter prospect leads into an auto dialer.
* Gather prospect contact information.

Gathering prospect contact information is the best place to start for a sales representative who is asked to lead a cold-calling campaign, because it is the first step in identifying and reaching out to potential customers. The sales rep should use various sources and methods to find the names, phone numbers, email addresses, and other relevant details of the prospects who match their ideal customer profile. The sales rep should also verify and update the contact information regularly, and track the results of their calls. Identifying prospect pain points or entering prospect leads into an auto dialer are not the best answers, because they are not the first steps in a cold-calling campaign. Identifying prospect pain points is something that the sales rep should do during or after the call, by asking open-ended questions and listening to the prospect’s needs and challenges. Entering prospect leads into an auto dialer is a tool that the sales rep can use to automate and streamline their calling process, but it requires having the prospect contact information first. Reference: Certification – Sales Representative – Trailhead, [Sales Rep Training: Create Effective Selling Habits – Trailhead]

QUESTION 59

A sales representative is looking for ways to engage with a prospect at a greenfield account on a digital platform.

Which customer-centric approach should be used by the sales rep?
* Promote a prospect’s content on social media.
* Upsell to a prospect at an existing account.
* Send an email with content links to a prospect.

Promoting a prospect’s content on social media is a customer-centric approach that can be used by the sales rep to engage with a prospect at a greenfield account on a digital platform, because it shows that the sales rep is interested in the prospect’s work and values their expertise. This can help to build rapport and trust with the prospect, and create an opportunity for further conversation and relationship building. Upselling to a prospect at an existing account or sending an email with content links to a prospect are not customer-centric approaches, because they are more focused on the sales rep’s own goals and interests, rather than the prospect’s. Upselling to a prospect at an existing account is not relevant to a greenfield account, which is a new account with no prior relationship or history with the sales rep or the company. Sending an email with content links to a prospect may be seen as spammy or intrusive, and may not capture the prospect’s attention or interest. Reference: Certification – Sales Representative – Trailhead, Sales Rep Training: Customer Engagement – Trailhead

QUESTION 60

A sales representative’s existing customer is opening offices in new regions.

What should the sales rep focus on to increase the contract value?
* Efficiency target
* Growth target
* Expansion target

Expansion target is the best answer because it refers to the opportunity to sell more products or services to an existing customer who is growing their business or entering new markets. The sales rep should focus on understanding the customer’s needs and goals in the new regions, and offer solutions that can help them achieve them. Efficiency target and growth target are not relevant to this scenario, because they are related to the sales rep’s own performance and objectives, not the customer’s. Efficiency target is about improving the sales rep’s productivity and effectiveness, while growth target is about acquiring new customers or increasing market share. Reference: Certification – Sales Representative – Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully – Trailhead]

The Most In-Demand Salesforce-Sales-Representative Pass Guaranteed Quiz :
https://www.examslabs.com/Salesforce/Sales-Professional/best-Salesforce-Sales-Representative-exam-dumps.html]