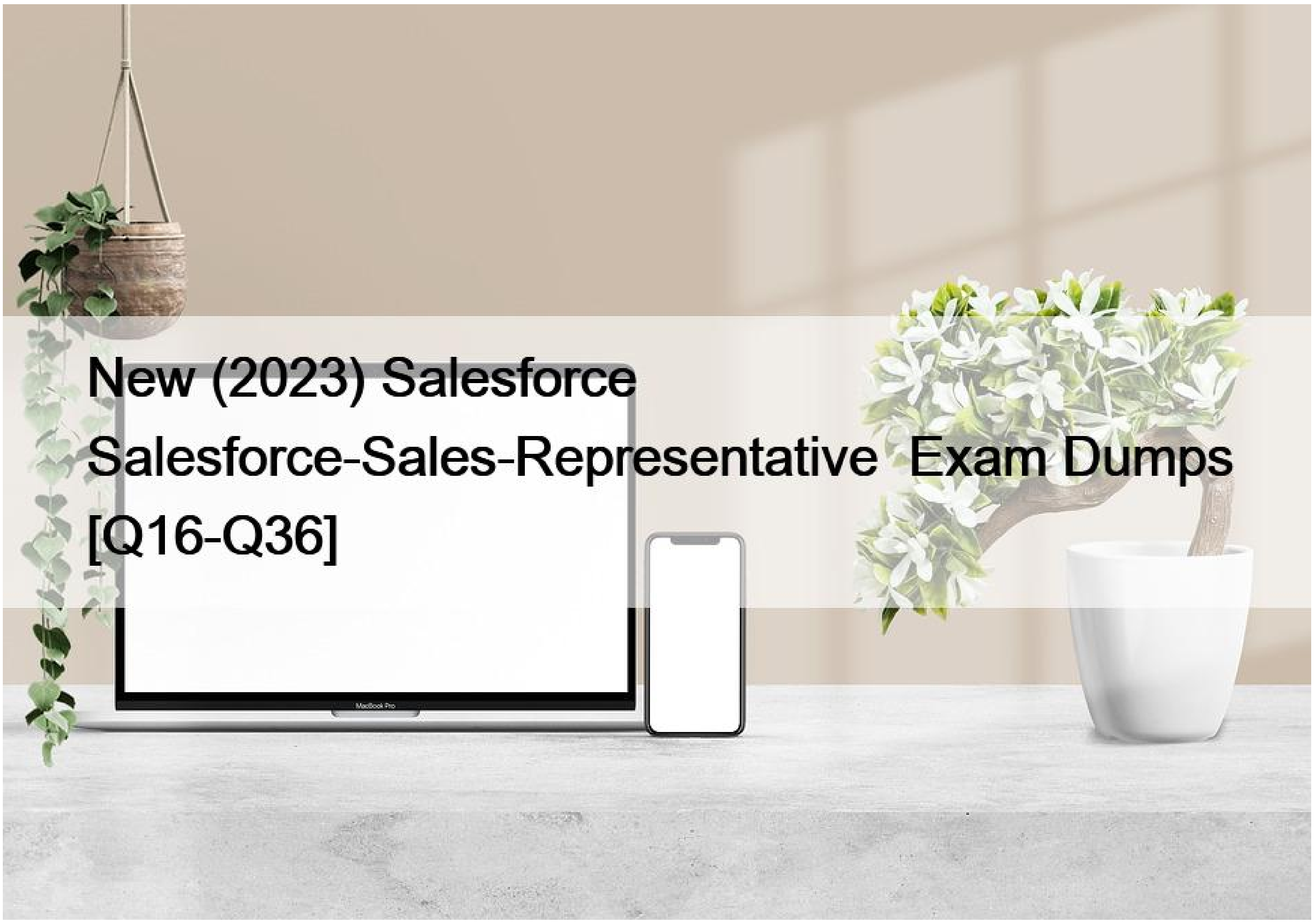
New (2023) Salesforce Salesforce-Sales-Representative Exam Dumps [Q16-Q36



New (2023) Salesforce Salesforce-Sales-Representative Exam Dumps
Best Way To Study For Salesforce Salesforce-Sales-Representative Exam Brilliant Salesforce-Sales-Representative Exam Questions PDF

Salesforce Salesforce-Sales-Representative Exam Syllabus Topics:

TopicDetailsTopic 1- Develop and present the value proposition of a solution based on customer needs- Explain pipe progression and stage velocityTopic 2- Calculate sales quota attainability based on account, territory, and prospect insights- Identify and remove all challenges to finalize the dealTopic 3- Analyze pipeline health insights ensuring data integrity to improve customer relevance- Assess forecast accuracy to drive opportunity consistencyTopic 4- Develop business relationships and build partnerships with key roles and personas- Explain key inputs that drive the forecasting processTopic 5- Gain customer commitment and close formal contract- Demonstrate thought leadership and build credibility to shift the customer's thinking
Topic 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 ordersTopic 7- Measure the risks and opportunities associated with a business deal- Nurture relationships and drive product adoption to maximize value for the customer

QUESTION 16

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

QUESTION 17

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.

QUESTION 18

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 solution unit is what the sales rep should use to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution. A solution unit is a statement that consists of three parts: fact, application, and benefit. A fact is a feature or attribute of the product that is relevant to the customer’s pain points or needs. An application is how the fact can be used or applied by the customer in their situation. A benefit is how the application provides value or advantage to the customer in terms of solving their problems or achieving their goals. A solution unit helps to show how the product can meet or exceed the customer’s expectations and differentiate it from competitors. Reference: https://www.salesforce.com/resources/articles/value-selling/#value-selling-methods

QUESTION 19

A customer has questions about the features of one product they are evaluating.

What is the first step the sales representative should take to address this?
* Supply product references.
* Schedule new product demo.
* Dispatch service technician.

Supplying product references is the first step that the sales rep should take to address a customer’s questions about the features of one product they are evaluating. Product references are testimonials or case studies from existing customers who have used the product and can vouch for its features and benefits. Product references help to answer questions, provide proof points, build trust and credibility, and influence purchase decisions. Reference:
https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition

QUESTION 20

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

QUESTION 21

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

QUESTION 22

A sales representative is strategizing on how to most effectively communicate with a key prospect.

Which approach should they take?
* Repeat key messaging to make sure it lands with the prospect.
* Send emails to the prospect less frequently.
* Provide unique selling points to the prospect that add value each time.

Providing unique selling points to the prospect that add value each time is the approach that the sales rep should take to communicate with a key prospect. A unique selling point is a feature or benefit of the product that distinguishes it from competitors and appeals to the prospect’s pain points or needs. Providing unique selling points helps to show how the product can help the prospect succeed and grow, as well as to persuade them to take action.

QUESTION 23

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

QUESTION 24

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 25

How many days are recommended between calls when reaching out to contacts at strategic accounts?
* Two business days
* Four business days
* Twenty-five business days
Four business days is the recommended number of days between calls when reaching out to contacts at strategic accounts. A strategic account is a high-value account that has a significant impact on the sales rep’s revenue, growth, and reputation. Four business days is a reasonable interval that allows the sales rep to maintain communication, engagement, and momentum with the contacts, as well as to avoid being too pushy or annoying. Reference: https://www.salesforce.com/resources/articles/account-management/#account-management-best-practices

QUESTION 26

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.

QUESTION 27

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.

QUESTION 28

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

QUESTION 29

A sales representative wants to track which opportunities in their pipeline contain items that customers need for an event next month.

How does tracking this help the sales rep manage risk?
* These deals must be assigned a surcharge.
* These deals can be expedited it required.
* These deals can move to the next stage.
Tracking which opportunities in their pipeline contain items that customers need for an event next month helps the sales rep manage risk by allowing them to expedite these deals if required. Expediting means accelerating or speeding up the delivery or completion of these deals to meet the customer’s urgent or specific needs. Expediting helps to ensure customer satisfaction, loyalty, and retention, as well as to increase revenue and profitability. Reference:
https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management

QUESTION 30

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

QUESTION 31

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

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 32

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 33

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

QUESTION 34

A customer’s order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled.

What should the sales representative check to fulfill the order through a different warehouse?
* Product inventory
* Shipping time
* Pricing information
Product inventory is what the sales rep should check to fulfill the order through a different warehouse. Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors. Reference:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process

QUESTION 35

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer What are these instructions known as?
* Fulfilment procedures
* Standard operating procedures
* Standard engagement steps
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 36

How does a sales representative determine if a customer might be a valid prospect for the product?
* Review the customer’s website and tell the prospect that the product will solve their problems.
* Understand the customer’s pain points and what they attempted in the past that was unsuccessful.
* Uncover what the customer is planning to do and the executive staff’s purchasing preferences.
Understanding the customer’s pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer’s needs, challenges, goals, and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value. Reference: https://www.salesforce.com/resources/articles/sales-process/#qualify