

# SALESFORCE-SALES- REPRESENTATIVE<sup>Q&As</sup>

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### QUESTION 1

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?

- A. Whether the lead is engaged in the sales process
- B. Whether the lead is based within their region
- C. Whether the lead has sufficient buying power

Correct Answer: C

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.

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### QUESTION 2

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?

- A. Base the pitch on what the prospect has explicitly told them in previous conversations.
- B. Base the pitch on the sales rep's company's proven, most successful product lines.
- C. Base the pitch on discovery research into the prospect's customers' challenges.

Correct Answer: C

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.

References:

<https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips>

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### QUESTION 3

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?

- A. Collaboration

- B. Pipeline visibility
- C. Sales process

Correct Answer: C

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.

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#### QUESTION 4

Which first step should a sales representative take to gain insight on potential customers?

- A. Conduct stakeholder interviews.
- B. Analyze data about customers.
- C. Create customer success plans.

Correct Answer: B

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

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#### QUESTION 5

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

- A. Industry
- B. Business
- C. People

Correct Answer: C

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.

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