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QUESTION 1

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

What level of listening is the sales rep leveraging?

- A. Attentive
- B. Selective
- C. Empathetic

Correct Answer: C

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 2

What are the four elements of emotional intelligence?

- A. Plan, engage, execute, and close
- B. Discover, define, design, and deliver
- C. Self-awareness, self-management, empathy, and skilled relationships

Correct Answer: C

Self-awareness, self-management, empathy, and skilled relationships are the four elements of emotional intelligence. Emotional intelligence is the ability to understand and manage one's own emotions and those of others. Emotional intelligence helps to improve communication, collaboration, and influence in sales.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/emotional-intelligence/emotional-intelligence-introduction>

QUESTION 3

What is the desired outcome of an upsell proposal?

- A. To optimize existing product offerings
- B. To decrease customer churn rate
- C. To maintain current agreement during a renewal

Correct Answer: A

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.

References:

<https://www.salesforce.com/resources/articles/upselling/#upselling-definition>

QUESTION 4

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle.

Which strategy helps minimize price challenges?

- A. Showing a competitor pricing matrix during the meeting.
- B. Presenting a discount at the beginning of the conversation.
- C. Building in value-based conversation from the beginning.

Correct Answer: C

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation involves asking open-ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them.

References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

QUESTION 5

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?

- A. These deals must be assigned a surcharge.
- B. These deals can be expedited if required.
- C. These deals can move to the next stage.

Correct Answer: B

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. References:

<https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

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