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QUESTION 1

A Universal Containers sales representative is working with an account prospect to get them more comfortable with the company's offerings and solutions.

Which approach would help the sales rep educate the prospect about their offerings and solutions?

- A. Tell the prospect about similar industry solutions, even if some may not be relevant.
- B. Try to impress the prospect by using their industry's jargon when describing each offering.
- C. Share a current customer story for an account in a similar industry as the prospect.

Correct Answer: C

Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that showcases how the sales rep's solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its credibility.

References:

<https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-tips>

QUESTION 2

How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Two business days
- B. Four business days
- C. Twenty-five business days

Correct Answer: B

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.

References:

<https://www.salesforce.com/resources/articles/account-management/#account-management-best-practices>

QUESTION 3

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer.

What should the sales rep use to build their business case?

- A. Value map
- B. Contract review
- C. Feature list

Correct Answer: A

A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer. A value map shows how the solution aligns with the customer's strategic objectives, key performance indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer.

References:

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

QUESTION 4

Which sales quota measurement focuses on the end result rather than the relationship with the customer?

- A. Lead conversion rate
- B. Calls made
- C. Onsite visits

Correct Answer: B

Calls made is a sales quota measurement that focuses on the end result rather than the relationship with the customer. A sales quota is a target or goal that a sales rep has to achieve within a specific time period. Calls made is a measure of how many calls a sales rep makes to prospects or customers in order to generate leads, opportunities, or sales. Calls made is an activity-based measure that reflects the quantity or volume of the sales rep's efforts, rather than the quality or value of their interactions with the customer. References: <https://www.salesforce.com/resources/articles/sales-quota/#sales-quota-types>

QUESTION 5

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?

- A. Supply product references.
- B. Schedule new product demo.
- C. Dispatch service technician.

Correct Answer: A

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. References:
<https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition>

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