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### QUESTION 1

A sales representative proposes an engagement solution that works seamlessly across all media to a customer.

Which strategy supports the solution?

- A. Multi-channel
- B. Two-way dialogue
- C. Social networks

Correct Answer: A

Multi-channel is the strategy that supports an engagement solution that works seamlessly across all media. Multi-channel means using different communication channels (such as email, phone, social media, web chat, etc.) to reach and

interact with customers and prospects. Multi-channel helps to increase customer satisfaction, loyalty, and retention by providing them with convenience, choice, and consistency.

References:

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

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### QUESTION 2

Which element should a sales representative understand to determine if a sale quota is attainable?

- A. Measures such as activity and outcome
- B. If the compensation plan is capped or uncapped
- C. The percentage of variable compensation

Correct Answer: A

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. References: <https://www.salesforce.com/resources/articles/sales-quota/#sales-quota-definition>

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### QUESTION 3

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?

- A. Set up meet and greet opportunities with attendees.

- B. Develop a targeted plan and coordinate a series of touchpoints.
- C. Attend as many networking events as possible.

Correct Answer: B

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.

References:

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

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#### QUESTION 4

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 5

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?

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

Correct Answer: C

The main objective of a value proposition presentation is to show the prospect how the solution can solve their

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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.

References:

<https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation>

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