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QUESTION 1

A sales representative clarifies how a specific customer will benefit from the solution proposed.

Which part of a solution unit is the sales rep using?

- A. Application
- B. Fact
- C. Benefit

Correct Answer: C

A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing

productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer's pain points and needs.

References:

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

QUESTION 2

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.

QUESTION 3

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

- A. Social media presence, website design, and customer reviews
- B. Location, number of employees, and market segment
- C. Approved budget, authority, business need, and timing

Correct Answer: C

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

QUESTION 4

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?

- A. Sort deals by size and focus on the largest ones first.
- B. Obtain guidance from a manager and create a follow-up cadence.
- C. Survey customers and engage them when the customer requests.

Correct Answer: B

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.

References:

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

QUESTION 5

Why is collaborating with departments such as marketing and service crucial to generating a new pipeline?

- A. To expand and improve networking skills
- B. To avoid competing for the best leads
- C. To leverage additional expertise and resources

Correct Answer: C

Leveraging additional expertise and resources is why collaborating with departments such as marketing and service is crucial to generating a new pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Collaborating with marketing and service helps to access their knowledge, skills, and tools that can help the sales rep generate more leads, nurture more prospects, and close more deals.

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