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QUESTION 1

A sales representative wants to interact with prospects on platforms they use regularly.

Which approach should the sales rep take?

- A. Social selling
- B. Cold calling
- C. Lead nurturing

Correct Answer: A

Social selling is the approach that the sales rep should take to interact with prospects on platforms they use regularly. Social selling means using social media platforms (such as LinkedIn, Twitter, Facebook, etc.) to connect with prospects,

build relationships, and generate leads. Social selling helps to increase brand awareness, trust, and credibility, as well as to provide value and insights to prospects.

References:

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

QUESTION 2

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 3

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>

QUESTION 4

A sales representative just closed a deal and wants to make sure the customer is set up for success.

How can the sales rep ensure the customer has a great experience with the product?

- A. Share other customer success stories.
- B. Recommend additional products and services.
- C. Provide timely support and training.

Correct Answer: C

Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product. Support and training help the customer to use the product effectively, efficiently, and confidently, as well as to

troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer.

References:

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

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>

QUESTION 6

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 7

A sales representative presents a solution and the customer is interested in moving forward.

How can the sales rep gain the customer's commitment and close the deal?

- A. Negotiate to finalize the contract.
- B. Propose and schedule an additional demo.
- C. Develop a roadmap with complementary products.

Correct Answer: A

Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction. References: <https://www.salesforce.com/resources/articles/sales-process/#negotiate>

QUESTION 8

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

- A. Survey the sales team and get recommendations.
- B. Change plans to provide a fresh view on each account.
- C. Assess prospect and account quality to prioritize leads.

Correct Answer: C

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account

quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy.

References:

<https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 9

How should a sales representative identify and generate new additions to the pipeline?

- A. Conduct product demos.
- B. Provide customer support.
- C. Attend industry conferences.

Correct Answer: C

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

QUESTION 10

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>

QUESTION 11

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Ask questions to determine if they can get the deal back on track.
- B. Stand by the solution and point out their misunderstanding.
- C. Compare risks and benefits using features, advantages, and benefits (FAB).

Correct Answer: A

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections. References: <https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

QUESTION 12

A sales representative is aware of an upcoming end-of-contract period for a key customer.

How should the sales rep adapt their sales activities to address this change?

- A. Wait for the contract to expire before engaging with the customer.
- B. Focus on finding new customers to replace the potentially last contract.
- C. Proactively engage with the customer to renew or expand the contract.

Correct Answer: C

Proactively engaging with the customer to renew or expand the contract is how the sales rep should adapt their sales activities to address the upcoming end-of-contract period for a key customer. Proactively engaging means reaching out to the customer before the contract expires, and initiating a conversation about their satisfaction, needs, and goals. This helps to build trust and loyalty, demonstrate value and differentiation, and identify opportunities to renew or upsell the contract. References: <https://www.salesforce.com/resources/articles/account-management/#account-management-renewals>

QUESTION 13

A sales representative is working to understand a prospect's pain points, desired outcomes, and emotional drivers.

In which phase of the sales process is this deal?

- A. Connect
- B. Create
- C. Collaborate

Correct Answer: B

Create is the phase of the sales process where this deal is when the sales rep is working to understand a prospect's pain points, desired outcomes, and emotional drivers. Create is the phase where the sales rep presents and demonstrates how their product can address the prospect's pain points and needs, and deliver tangible benefits and outcomes. Create is also where the sales rep builds rapport and trust with the prospect by showing empathy and understanding of their emotional drivers. References: <https://www.salesforce.com/resources/articles/sales-process/#sales-process-stages>

QUESTION 14

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.

QUESTION 15

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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