Question 1

A company is introducing a new product line.

How should a sales representative educate prospects on their products' key benefits?

Options:

A- Storytelling

B- Customer journey maps

C- Social media marketing

Answer:

A

Explanation:

Educating prospects about the key benefits of new products through storytelling is an effective approach. Storytelling involves sharing examples, customer success stories, or hypothetical scenarios that illustrate how the product can be used and the benefits it delivers. This method helps prospects visualize the product in action and understand its value in a real-world context. Salesforce often highlights

the importance of storytelling in sales to make products more relatable and to create a connection with potential customers.

Question 2

A sales representative is showing their customer how they can reduce their costs and improve productivity.

What is being delivered?

Options:

A- Use case

B- Value proposition

C- Success story

Answer:

B

Explanation:

When a sales representative demonstrates how their products or services can reduce costs and enhance productivity for a customer, they are presenting a value proposition. A value proposition articulates the unique benefits and value that the company's offerings provide, distinguishing them from competitors. It focuses on the specific advantages the customer will experience, such as cost savings and productivity improvements. Salesforce emphasizes the importance of understanding customer needs and effectively communicating how their solutions can address those needs, which is central to crafting a compelling value proposition.

Question 3

Question Type: **MultipleChoice**

A sales representative is negotiating with a customer to renew their agreement. Historically, the customer has been unwilling to purchase additional products due to cost concerns.

Which type of strategy should the sales rep use?

Options:

A- Competitor-based pricing

B- Bundle pricing

C- Price skimming

Answer:

B

Explanation:

A type of strategy that the sales rep should use when negotiating with a customer who has been unwilling to purchase additional products due to cost concerns is bundle pricing. Bundle pricing is a pricing strategy that involves offering a set of products or services together at a lower price than if they were sold separately. Bundle pricing can help the sales rep to increase the perceived value of the solution, cross-sell or upsell additional products or services, and differentiate from competitors. Bundle pricing can also help the customer to save money, simplify the purchase decision, and meet their needs more effectively.Reference: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

Question 4

Question Type: **MultipleChoice**

A sales representative is working with a customer who has recently placed an order. The customer informs the sales rep that they have unique tax requirements.

How should the sales rep proceed to ensure a successful booking and fulfillment process?

Options:

A- Acknowledge the tax requirements, but proceed with the standard process because the sales rep is unable to change company policies.

B- Redirect the customer to address their tax requirements with the appropriate department internally within the company.

C- Work closely with the relevant departments to address the tax requirements and ensure accurate order processing.

Answer:

C

Explanation:

According to the Salesforce Sales Representative Learning objectives, one of the skills that a sales rep should have is to ensure customer satisfaction through streamlined fulfillment and order management. This includes collaborating with internal teams to handle any special requests or requirements from the customer, such as tax, shipping, or billing issues. By working closely with the relevant departments, the sales rep can ensure that the customer's tax requirements are met and that the order is processed correctly. This will also help to avoid any delays, errors, or disputes that could affect the customer's experience and satisfaction.Reference:

Question 5

Question Type: **MultipleChoice**

A sales representative is challenged by a customer with a competitor's product and features.

Which skill does the sales rep need to address this challenge?

Options:

A- Sales acumen

B- Product knowledge

C- Forecasting

Answer:

B

Explanation:

Product knowledge is the skill that the sales rep needs to address this challenge, because it enables the sales rep to confidently and convincingly explain how their product is superior to the competitor's product, and how it can better solve the customer's needs and challenges. The sales rep should be able to highlight the unique features and benefits of their product, and differentiate it from the competitor's product in terms of value, quality, and performance. Sales acumen and forecasting are not the best answers, because they are not directly related to the challenge of dealing with a customer who is comparing products. Sales acumen is the ability to understand the sales process and the customer's behavior, and apply the best strategies and techniques to close the deal. Forecasting is the ability to predict the future sales outcomes based on the current pipeline and historical data.Reference:Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

Question 6

Question Type: **MultipleChoice**

Which behavior should a sales representative display to establish credibility with a customer?

Options:

A- Be sincere and transparent, even if it means losing a sale.

B- Review the proposal and potential discount structures.

C- Reiterate product info when there is hesitancy to move forward.

Answer:

A

Explanation:

Credibility is the quality of being trusted and believed in by the customer. A sales representative can establish credibility by being sincere and transparent, even if it means losing a sale. This shows that the sales rep is honest, ethical, and customer-centric, and that they value the customer's best interests over their own. Being sincere and transparent can also help the sales rep build rapport, loyalty, and referrals with the customer. The other options are not effective ways to establish credibility, as they may come across as manipulative, self-serving, or repetitive.Reference:

Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"

[Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

Question 7

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?

Options:

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.

Answer:

B

Explanation:

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. These deals have a higher urgency and a shorter sales cycle than other deals, and they may face challenges such as inventory shortages, delivery delays, or customer dissatisfaction. By tracking these deals, the sales rep can prioritize them, communicate with the customer and the internal team, and ensure that the items are delivered on time and meet the customer's expectations.Reference: [Sales Rep Training: Manage Your Pipeline], [Cert Prep: Salesforce Certified Sales

Question 8

Question Type: **MultipleChoice**

A sales representative is approached by a prospect who is having difficulty managing their customer data effectively and is struggling to track sales activity and customer interactions.

Which first step should the sales rep take to define the scope of a solution for the prospect?

Options:

A- Assemble a diverse project team.

B- Frame the challenge.

C- Suggest organizing their data in a spreadsheet.

Answer:

B

Explanation:

The first step in defining the scope of a solution for a prospect is to frame the challenge, which means understanding the problem, the desired outcome, and the value proposition. Framing the challenge helps the sales rep to align with the prospect on their needs and goals, and to establish credibility and trust. Framing the challenge also helps the sales rep to identify the key stakeholders, decision makers, and influencers involved in the buying process, and to tailor their communication and messaging accordingly.Reference:

Sales Rep Training: Define the Scope of a Solution

Cert Prep: Salesforce Certified Sales Representative: Define the Scope of a Solution

Question 9

Question Type: MultipleChoice

What is stage velocity in a sales pipeline?

Options:

A- The pace a deal moves from one stage to another

B- The number of stages an opportunity must go through

C- The average length of a customer's contract

Answer:

A

Explanation:

Stage velocity is the pace a deal moves from one stage to another in a sales pipeline. It is a measure of how quickly and efficiently a sales representative can move an opportunity from the initial contact to the final close. Stage velocity can help the sales representative to forecast more accurately, identify and remove any bottlenecks or obstacles, and optimize their sales process. The number of stages an opportunity must go through or the average length of a customer's contract are not the correct definitions of stage velocity, although they may affect it. The number of stages may vary depending on the complexity and size of the deal, and the average length of a customer's contract may depend on the type and value of the solution.Reference:Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]