



**Free Questions for *Salesforce-Sales-Representative* by  
certsinside**

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# Question 1

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**Question Type:** MultipleChoice

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A sales representative presented a solution and overcame the objections, but the prospect is still not completely ready to commit. The sales rep suspects the prospect is unsure about the product and will want to return it. The sales rep decides to let the prospect try out the product for a predetermined period.

Which type of close was chosen?

**Options:**

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- A- Summary
- B- Puppy Dog
- C- Assumptive

**Answer:**

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B

**Explanation:**

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A puppy dog close is a sales technique that involves letting the prospect try out the product or service for a limited time, hoping that they will fall in love with it and buy it. This type of close is often used for products that have a high emotional appeal, such as cars, jewelry, or pets. The sales representative in this scenario chose a puppy dog close because they suspected the prospect was unsure about the product and wanted to give them a chance to experience its benefits firsthand. Reference:

[Cert Prep: Salesforce Certified Sales Representative, Unit 5: Close the Deal](#)

[Sales Rep Training], Unit 2: Close the Deal

[Salesforce Certified Sales Representative Exam Guide, Section 5: Closing Deals](#)

## Question 2

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**Question Type:** MultipleChoice

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How can a sales rep use whiteboarding while exploring a customer's business challenges?

**Options:**

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**A-** To organize ideas by level of importance

**B-** To illustrate how a product fits in with other products in the catalog

**C-** To present solutions without input from the customer

**Answer:**

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A

**Explanation:**

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A sales rep can use whiteboarding while exploring a customer's business challenges to organize ideas by level of importance.

Whiteboarding is a technique that involves using a whiteboard or a similar tool to visually capture and structure information during a sales conversation. Whiteboarding can help the sales rep to understand the customer's situation, needs, and goals, and to prioritize the most critical issues or opportunities. Whiteboarding can also help the sales rep to engage the customer in a collaborative dialogue, and to demonstrate their expertise and credibility. Reference: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

## Question 3

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**Question Type:** MultipleChoice

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How can a sales representative best identify a customer's challenges and initiatives?

## Options:

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- A- Elicit detailed responses by asking open-ended questions during meetings.
- B- Present an overview of new products their company has brought to market.
- C- Ask 'yes' or 'no' questions to make the discussion efficient.

## Answer:

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A

## Explanation:

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Asking open-ended questions is a key skill for sales representatives, as it allows them to uncover the customer's challenges and initiatives, as well as their goals, needs, and pain points. Open-ended questions are those that cannot be answered with a simple "yes" or "no", but require the customer to provide more information and explanation. For example, instead of asking "Are you happy with your current solution?", a sales rep can ask "What are the main challenges you are facing with your current solution?" or "How does your current solution help you achieve your goals?" By eliciting detailed responses, the sales rep can gain a deeper understanding of the customer's situation, identify opportunities to add value, and tailor their solution accordingly. Reference:

[Sales Rep Training: Prepare Your Team to Sell Successfully, unit "Ask Open-Ended Questions to Uncover Customer Needs"](#).

[Cert Prep: Salesforce Certified Sales Representative, unit "Use Discovery to Understand Customer Needs"](#).

## Question 4

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**Question Type:** MultipleChoice

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Which factor can the sales representative focus on to win the customer first and support their sales quota long term?

### Options:

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- A- Product evangelism
- B- Maximizing opportunities
- C- Customer experience

### Answer:

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C

### Explanation:

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Customer experience is the factor that the sales representative can focus on to win the customer first and support their sales quota long term, because it is the sum of all the interactions and emotions that the customer has with the sales representative and the company throughout the sales cycle and beyond. A positive customer experience can lead to customer satisfaction, loyalty, retention, and advocacy, which can result in repeat purchases, referrals, and testimonials. Product evangelism and maximizing opportunities are not

the best answers, because they are more focused on the sales representative's own goals and interests, rather than the customer's. Product evangelism is about promoting the product's features and benefits, but it may not address the customer's specific needs or challenges. Maximizing opportunities is about increasing the contract value or volume, but it may not align with the customer's budget or expectations. Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

## Question 5

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**Question Type:** MultipleChoice

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A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

### Options:

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- A-** Key decision makers usually respond more readily to phone calls.
- B-** Phone calls provide immediate feedback whether the lead is worth pursuing.

**C-** Phone calls are a quicker and more scalable method of contact.

**Answer:**

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B

**Explanation:**

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Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively. Reference:

[Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"](#)

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

## Question 6

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**Question Type:** MultipleChoice

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A new sales representative is taking over an account and has a goal to develop a relationship with the key stakeholders previously managed by a different sales rep.

What is the first step to building trust with these stakeholders?

### **Options:**

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- A-** Set up an introductory meeting and explain the reason for the transition.
- B-** Review records the previous rep left to understand the needs of the stakeholders.
- C-** Use a multi-channel approach to present an update on current product offerings.

### **Answer:**

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A

### **Explanation:**

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The first step to building trust with the key stakeholders of an account that is being taken over by a new sales representative is to set up an introductory meeting and explain the reason for the transition. This shows respect and transparency, and helps to establish rapport and credibility with the stakeholders. The new sales representative should also express appreciation for the opportunity to work with them, and demonstrate enthusiasm and confidence. The introductory meeting is a chance to learn more about the stakeholders' roles, expectations, goals, and challenges, and to communicate how the new sales representative can add value and support them. Reference: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]



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