Free Questions for Salesforce-Sales-Representative by dumpshq

Shared by Mcconnell on 22-07-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: **MultipleChoice**

A sales representative has a low conversion rate during the proposal phase of the pipeline. They notice there are a few sentences about the prospect objectives, two pages on the specifications and deliverables, and then a small portion on the investment.

Which adjustment will help the sales rep win more work by being more customer-centric?

Options:

A- Remove the objectives since the prospect already knows them.

B- Move the investment to the top to get the objection out of the way.

C- Focus more on anticipated outcomes than deliverables.

Answer:

C

Explanation:

A customer-centric proposal is one that emphasizes the value and benefits that the solution will provide to the customer, rather than the features and specifications of the product or service. By focusing more on the anticipated outcomes, the sales rep can show how the solution aligns with the customer's objectives and needs, and how it will help them achieve their desired results. This will also help the sales rep differentiate themselves from the competition and build trust and credibility with the customer.Reference:

Cert Prep: Salesforce Certified Sales Representative, Unit 4: Value Selling

[Sales Rep Training], Unit 2: Sell with Value

Salesforce Certified Sales Representative Exam Guide, Section 4: Value Selling

Question 2

Question Type: **MultipleChoice**

A sales representative is trying to engage a prospect who is unresponsive to cold calls.

Which approach can the sales rep take as an alternative to build interest and align on why a solution meets the prospect's needs?

Options:

A- Engage the prospect through different channels.

B- Pause engagement and follow up at another time.

C- Try calling the prospect at different times.

Answer:

A

Explanation:

If a prospect is unresponsive to cold calls, the sales rep can take an alternative approach to build interest and align on why a solution meets the prospect's needs by engaging the prospect through different channels. Different channels can include email, social media, text, video, or webinars. By using different channels, the sales rep can increase the chances of reaching the prospect, capture their attention, and provide relevant and personalized messages that showcase the value of the solution. The sales rep should also research the prospect's preferences, needs, and pain points, and use a multi-touch strategy to nurture the relationship and move the prospect along the sales cycle.Reference: [Sales Rep Training: Generate Leads], [Cert Prep: Salesforce Certified Sales Representative: Generate Leads]

Question 3

Question Type: MultipleChoice

A sales representative identifies a strong business case for a customer and hosts a demo to show them potential offerings and solutions.

What is the next sales pipeline stage the sales rep should enter to summarize and address the potential customer's needs?

Options:

A- Lead Qualification

B- Prospecting

C- Proposal

Answer:

C

Explanation:

According to the Salesforce Sales Representative Learning objectives, the proposal stage is the next step after the demo stage, where the sales rep should summarize the customer's needs, present the value proposition, and address any objections or concerns. The proposal stage is also where the sales rep should negotiate the terms and conditions of the deal, and ask for the customer's commitment to buy.Reference:

Sales Rep Training: Create Effective Selling Habits

Sales Pipeline Stages: A Visual Guide

Question 4

Question Type: **MultipleChoice**

What is an important consideration for a sales representative as they create a sales proposal?

Options:

A- To leverage a standard approach for all sales quotes and customer accounts

B- To highlight how the solution addresses the customer's needs and challenges

C- To include a detailed diagram and explanation of the sales process

Answer:

B

Explanation:

Highlighting how the solution addresses the customer's needs and challenges is an important consideration for a sales representative as they create a sales proposal, because it shows the customer the value and benefits of the solution, and how it can help them achieve their desired outcomes. The sales proposal should be customized and tailored to the customer's specific situation, and include relevant data, testimonials, and case studies to support the value proposition. To leverage a standard approach for all sales quotes and customer accounts or to include a detailed diagram and explanation of the sales process are not the best answers, because they do not focus on the customer's needs and challenges, which are the primary drivers of the purchase decision. A standard approach may not suit the customer's unique requirements or preferences, and a detailed diagram and explanation of the sales process may be too technical or complex for the customer to understand or appreciate.Reference:Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

Question 5

Question Type: **MultipleChoice**

A sales representative wants to improve the overall health of their pipeline.

Why is it important to take a strategic approach to prospecting?

Options:

A- Reduce non-selling administrative efforts.

B- Improve efficiency and return on investment.

C- Increase the number of customer engagements.

Answer:

B

Explanation:

Prospecting is the process of identifying and reaching out to potential customers who are likely to buy your product or service. Taking a strategic approach to prospecting means having a clear plan, criteria, and method for finding and qualifying prospects. This can help improve the overall health of the pipeline, as it ensures that the sales representative is focusing on the most valuable and relevant opportunities, and not wasting time and resources on unqualified or uninterested leads. A strategic approach to prospecting can also improve the efficiency and return on investment of the sales process, as it can increase the conversion rate, shorten the sales cycle, and reduce the cost of acquisition.Reference:

Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

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

Question 6

Question Type: MultipleChoice

A sales representative is working with a new customer who has provided an abundance of information about their company's goals and objectives.

Which challenge could the sales rep encounter when developing the scope of a sales solution?

Options:

A- Difficulty understanding the customer's pain points

B- Available discounts and payment terms to offer to the customer

C- The customer's lack of product knowledge

Answer:

B

Explanation:

A challenge that the sales rep could encounter when developing the scope of a sales solution for a new customer who has provided an abundance of information about their company's goals and objectives is the available discounts and payment terms to offer to the customer. The sales rep needs to balance the customer's budget and expectations with the company's profitability and policies. The sales rep also needs to consider the competitive landscape, the value proposition, and the customer's decision criteria. The sales rep should consult with their manager or team to determine the best pricing strategy and negotiation tactics for the deal.Reference: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

Question 7

Question Type: **MultipleChoice**

When assigned a new sales territory, what is the first step to prioritizing selling efforts?

Options:

A- Determine the physical location of each account.

B- Determine the number of accounts and territory size.

C- Identify the territory's key accounts.

Answer:

C

Explanation:

The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision-makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory.Reference:

Sales Rep Training: Prioritize Your Selling Efforts

Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

Question 8

Question Type: **MultipleChoice**

A sales representative spends time building their pipeline with many opportunities. Their conversion percentage is fairly high, yet the total pipeline volume is far from their quot

a.

Which strategy would help the sales rep increase their pipeline health?

Options:

A- Be patient knowing that the numbers will eventually improve over time.

B- Challenge their manager about whether their sales quota is realistic.

C- Analyze the potential deal size and decision makers' authority.

Answer:

C

Explanation:

Analyzing the potential deal size and decision makers' authority is the best strategy to increase the pipeline health, because it can help the sales rep to prioritize the most valuable and likely opportunities, and focus on influencing the key stakeholders who can approve the purchase. This can increase the average deal size and the win rate, and ultimately help the sales rep to achieve their quota. Being patient or challenging the manager are not effective strategies, because they do not address the root cause of the low pipeline volume, and may result in missed targets or reduced motivation. The sales rep should take proactive actions to improve their pipeline quality and quantity, and seek feedback and guidance from their manager if needed.Reference:Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

Question 9

Question Type: MultipleChoice

A junior sales representative engages with key accounts to understand their pain points, current solutions, and future goals.

Which skill is the sales rep growing?

Options:

A- Product knowledge

B- Business acumen

C- Sales acumen

Answer:

B

Explanation:

Business acumen is the ability to understand the business environment, the customer's industry, and the customer's specific challenges and goals. A junior sales representative who engages with key accounts to understand their pain points, current solutions, and future goals is growing their business acumen skill. By doing so, they can better align their product or service with the customer's needs and expectations, and create more value for them. Business acumen is one of the core competencies of a sales professional, as it helps them build credibility, trust, and rapport with the customer, and differentiate themselves from the competition.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 10

Question Type: **MultipleChoice**

What is a prerequisite for preparing an initial proposal that will bring value to the prospect?

Options:

A- Discover their business needs.

B- Use a template to create a framework.

C- Provide as much technical information as possible.

Answer:

A

Explanation:

A prerequisite for preparing an initial proposal that will bring value to the prospect is to discover their business needs. This involves asking open-ended questions, listening actively, and using whiteboarding or other techniques to explore and understand the prospect's situation, goals, challenges, and pain points. By discovering their business needs, the sales representative can tailor the proposal to address the specific problems or opportunities that the prospect is facing, and to demonstrate how the solution can deliver value and benefits to the prospect.Reference: [Sales Rep Training: Explore Customer Needs], [Cert Prep: Salesforce Certified Sales Representative: Explore Customer Needs]

Question 11

Question Type: MultipleChoice

A sales representative wants to prioritize their leads based on the likelihood to buy.

Which leads should be given the highest priority?

Options:

A- New-unqualified

B- Marketing-qualified

C- Sales-qualified

Answer:

C

Explanation:

Sales-qualified leads are leads that have been vetted by both marketing and sales teams and have expressed a clear interest in buying. They have gone through the stages of lead generation, lead nurturing, and lead qualification, and have met the criteria for being ready to buy. Sales-qualified leads should be given the highest priority, as they are the most likely to convert into customers and generate revenue.Reference:

Cert Prep: Salesforce Certified Sales Representative, unit ''Sales Strategy and Planning''.

The Ultimate Guide to Lead Prioritization, section ''Focus on inbound leads''.

Question 12

Question Type: **MultipleChoice**

In the context of deal management, why is it important for a sales representative to earn a deeper level of trust and access to decision makers within the customer's organization?

Options:

A- To enhance the sales rep's understanding of the customer's needs

B- To increase the sales rep's personal network and influence

C- To gain access to information about the customer's competitors

Answer:

A

Explanation:

Earning a deeper level of trust and access to decision makers within the customer's organization is important for a sales representative in the context of deal management, because it can help the sales rep to enhance their understanding of the customer's needs, challenges, goals, and preferences. This can enable the sales rep to tailor their solution and value proposition to the customer's specific situation, and address any objections or concerns that may arise during the sales process. It can also help the sales rep to influence the decision makers and persuade them to choose their solution over the competitors'. Increasing the sales rep's personal network and influence or gaining access to information about the customer's competitors are not the best answers, because they are not directly related to the customer's needs, which are the primary focus of deal management. The sales rep should use their network and influence to support the customer's needs, not their own. The sales rep should also focus on differentiating their solution from the competitors', rather than obtaining information about them.Reference:Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]