

Free Questions for Salesforce-Sales-Representative

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Question 1

Question Type: MultipleChoice

A sales representative wants to highlight a customer's return on their investment.

Which type of analysis should the sales rep use to show this?

Options:

A- Root cause analysis

B- Cost benefit analysis

C- SWOT analysis

Answer:

B

Explanation:

A cost benefit analysis is a type of analysis that compares the costs and benefits of a project or decision, and calculates the net value or return on investment. A cost benefit analysis can help a sales rep highlight a customer's return on their investment by showing how the

benefits of the product or service outweigh the costs, and by quantifying the value in monetary terms. A cost benefit analysis should include all relevant costs and benefits, such as initial costs, recurring costs, opportunity costs, direct benefits, indirect benefits, and intangible benefits. A cost benefit analysis should also consider the time value of money, the discount rate, and the payback period. Reference:

[Sales Rep Training: Create Effective Selling Habits, unit "Use Cost Benefit Analysis to Sell with Value"](#).

[Cert Prep: Salesforce Certified Sales Representative, unit "Close Deals with Value"](#).

[How to calculate your Return on Customer Investment.](#)

Question 2

Question Type: MultipleChoice

A sales representative delivers a proposal and is checking in with the prospect on the perceived value and alignment.

At which stage are they in the sales process?

Options:

A- Connect

B- Collaborate

C- Confirm

Answer:

C

Explanation:

Confirming is the stage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward. Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust.

Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

Question 3

Question Type: MultipleChoice

A sales representative works at a heavily siloed company and is unable to gather insights for renewals.

How should the sales rep improve data integrity in the pipeline working across silos?

Options:

- A- Offer customer discounts to expedite the sale.
- B- Log in as the customer to review their data.
- C- Collaborate with other customer-facing teams.

Answer:

C

Explanation:

Data integrity is the accuracy, completeness, and consistency of data in the pipeline. Data integrity is essential for effective forecasting, reporting, and decision making. A sales representative who works at a heavily siloed company may face challenges in gathering insights for renewals, such as customer satisfaction, usage, feedback, and retention. To improve data integrity in the pipeline working across silos, the sales rep should collaborate with other customer-facing teams, such as service, support, marketing, and product. By sharing information and insights with these teams, the sales rep can gain a holistic view of the customer's needs, expectations, and challenges, and plan accordingly for renewals. The other options are not effective ways to improve data integrity, as they may compromise customer

trust, violate privacy, or reduce profitability. Reference:

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

[Sales Rep Training], unit "Create Effective Selling Habits"

Question 4

Question Type: MultipleChoice

A sales representative wants to foster team selling, increase customer satisfaction, and decrease customer attrition at a critical account.

Which business capability can help implement these goals?

Options:

A- Territory Management

B- Account Planning

C- Account and Contact Management

Answer:

B

Explanation:

Account planning is the business capability that can help a sales representative foster team selling, increase customer satisfaction, and decrease customer attrition at a critical account. Account planning is the process of creating and executing a strategic plan for each key account, based on the account's goals, challenges, needs, and opportunities. Account planning helps the sales representative to align with the account team, understand the customer's business and industry, identify and prioritize the most valuable opportunities, and deliver personalized solutions that drive customer success and loyalty. Reference: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

Question 5

Question Type: MultipleChoice

A sales representative wants to show a prospect the value of their product or service.

Which type of document should the sales rep provide to the prospect?

Options:

- A- Sales proposal
- B- Marketing whitepaper
- C- Whitespace analysis

Answer:

A

Explanation:

A sales proposal is a document that outlines the benefits and features of a product or service, as well as the pricing and terms of the deal. A sales proposal is designed to persuade the prospect to buy from the sales rep by showing them the value of the solution and how it meets their needs. A sales proposal should be customized to the specific prospect and their situation, and should include a clear call to action. Reference:

[Sales Rep Training: Create Effective Selling Habits\(Unit: Write Winning Sales Proposals\)](#)

[Cert Prep: Salesforce Certified Sales Representative\(Unit: Sales Strategy and Planning\)](#)

Question 6

Question Type: MultipleChoice

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

Options:

- A-** Offer a comprehensive demo of the products to the customer.
- B-** Encourage the customer to purchase additional products.
- C-** Add the customer to an educational marketing campaign.

Answer:

C

Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the

customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore their needs and challenges for potential additional solutions. Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

Question 7

Question Type: MultipleChoice

What is the primary benefit of team selling at a key account?

Options:

- A- Provides the customer with multiple points of contact
- B- Reduces the workload for individual sales representatives
- C- Leverages collective expertise to meet customer expectations

Answer:

C

Explanation:

Team selling is a strategy of using a group of salespeople with different skills and expertise to sell to and serve major accounts. The primary benefit of team selling at a key account is that it leverages the collective expertise of the team members to meet the customer's expectations and needs. Team selling can help create value for the customer by providing customized solutions, addressing complex problems, and delivering superior service. Team selling can also help build trust and loyalty with the customer by demonstrating commitment, collaboration, and professionalism. Reference:

[Cert Prep: Salesforce Certified Sales Representative, unit "Build and Maintain Relationships with Key Accounts"](#)

[Team Selling: The Secret Weapon in Major Accounts](#)

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