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QUESTION 1

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 2

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. Industry
- B. Business
- C. People

Correct Answer: C

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

QUESTION 3

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>

QUESTION 4

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 5

A sales representative has a customer who is indecisive about the proposed solution and hesitant to close the contract.

How should the sales rep convince the customer to find the solution invaluable and close the contract?

- A. Offer promotional discounts.
- B. Bundle additional products.
- C. Extend a free trial.

Correct Answer: A

Offering promotional discounts is a way to convince an indecisive customer to find the solution invaluable and close the contract by creating a sense of urgency, exclusivity, and reciprocity. Promotional discounts can motivate the customer to act quickly before they miss out on a good deal, as well as make them feel special and appreciated for choosing your solution. References: <https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples>



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