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QUESTION 1

A sales representative is preparing a presentation to showcase the value proposition of their solution to a prospect.

What should be the main objective of this presentation?

- A. To provide an in-depth analysis of the prospect's competitors and market trends
- B. To build credibility with the prospect using their public speaking skills and professional appearance
- C. To communicate how the solution addresses the prospect's pain points and needs, and delivers tangible return on investment (ROI)

Correct Answer: C

The main objective of a value proposition presentation is to show the prospect how the solution can solve their problems, fulfill their needs, and provide them with benefits that outweigh the costs. A value proposition presentation should

highlight the unique features and advantages of the solution, as well as quantify the expected outcomes and ROI for the prospect.

References:

<https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation>

QUESTION 2

In which way should a sales representative drive trust through professional competency?

- A. Asking questions to look for common interests, personal motivators, and hesitation
- B. Collecting and processing information on products, competitors, and industries
- C. Understanding the buyer's experience in the market and years of service

Correct Answer: B

Professional competency is the ability to demonstrate knowledge and skills that are relevant and valuable to the customer. By collecting and processing information on products, competitors, and industries, a sales rep can show their expertise, credibility, and confidence in providing solutions that meet the customer's needs and expectations.

References: <https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam>

QUESTION 3

Before a sales representative can close a deal, they are providing the deadlines, payment schedule agreement, and requirements of the engagement.

Which document is the sales rep preparing to finalize this deal?



- A. Statement of work
- B. New order form
- C. Master service agreement

Correct Answer: A

A statement of work is a document that the sales rep prepares to finalize a deal with the customer. A statement of work defines the scope, deliverables, timeline, and terms of the engagement between the sales rep's company and the customer. A statement of work helps to clarify expectations, responsibilities, and obligations for both parties, as well as to prevent any misunderstandings or disputes.

References:

<https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition>

QUESTION 4

A customer has questions about the features of one product they are evaluating.

What is the first step the sales representative should take to address this?

- A. Supply product references.
- B. Schedule new product demo.
- C. Dispatch service technician.

Correct Answer: A

Supplying product references is the first step that the sales rep should take to address a customer's questions about the features of one product they are evaluating. Product references are testimonials or case studies from existing customers who have used the product and can vouch for its features and benefits. Product references help to answer questions, provide proof points, build trust and credibility, and influence purchase decisions. References:

<https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition>

QUESTION 5

A sales representative wants to interact with prospects on platforms they use regularly.

Which approach should the sales rep take?

- A. Social selling
- B. Cold calling
- C. Lead nurturing

Correct Answer: A

Social selling is the approach that the sales rep should take to interact with prospects on platforms they use regularly.



Social selling means using social media platforms (such as LinkedIn, Twitter, Facebook, etc.) to connect with prospects,

build relationships, and generate leads. Social selling helps to increase brand awareness, trust, and credibility, as well as to provide value and insights to prospects.

References:

<https://www.salesforce.com/resources/articles/social-selling/#social-selling-definition>

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