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QUESTION 1

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

A. Social media presence, website design, and customer reviews

B. Location, number of employees, and market segment

C. Approved budget, authority, business need, and timing

Correct Answer: C

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: https://www.salesforce.com/resources/articles/sales-process/#qualify

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QUESTION 2

A sales representative has a prospect who is in discussions with multiple vendors about competing products. The sales rep is concerned the prospect might not remember the valuable benefits of the solution.

Which closure practice should the sales rep use to gain a commitment with this prospect?

A. Assumptive

B. Summary

C. Takeaway

Correct Answer: B

A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the value proposition of the solution, highlighting how it

addresses the prospect\\'s pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action.

References:

https://www.salesforce.com/resources/articles/sales-process/#close

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QUESTION 3

A sales representative has a pipeline with a mix of opportunities at various stages.

The sales rep wants to improve stage velocity.

What should the sales rep do to improve stage velocity?

A. Sort deals by size and focus on the largest ones first.

B. Obtain guidance from a manager and create a follow-up cadence.

C. Survey customers and engage them when the customer requests.

Correct Answer: B

Obtaining guidance from a manager and creating a follow-up cadence is what the sales rep should do to improve stage velocity. Stage velocity is the measure of how fast an opportunity moves from one stage to another in the sales process.

Obtaining guidance from a manager helps to get feedback, advice, and support on how to advance the opportunity. Creating a follow-up cadence helps to maintain communication, engagement, and momentum with the customer.

References:

https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics

QUESTION 4

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer

What are these instructions known as?

A. Fulfilment procedures

B. Standard operating procedures

C. Standard engagement steps

Correct Answer: B

Standard operating procedures (SOPs) are detailed instructions that describe how to perform a specific task or process. SOPs help to ensure consistency, quality, and compliance in fulfilling orders for different customers.

References:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process

QUESTION 5

During a sales cycle, a sales representative may be required to handle objections from the customer to close the deal.

What is an effective way to handle an objection?

A. Ask questions to characterize the issue.

B. Propose an alternative product.

C. Offer friendlier terms and a lower price.

Correct Answer: A

Asking questions to characterize the issue is an effective way to handle an objection from the customer. Asking questions helps to understand the root cause, scope, and impact of the objection, as well as to show empathy and respect for the

customer\\'s concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objection.

References:

https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling