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QUESTION 1

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

A. Identify potential trigger events as the reason to reach out to prospects.

B. Connect with customers associated with the prospect on social media.

C. Focus on personal details when communicating with the prospect.

Correct Answer: A

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies

QUESTION 2

Which first step should a sales representative take to gain insight on potential customers?

A. Conduct stakeholder interviews.

B. Analyze data about customers.

C. Create customer success plans.

Correct Answer: B

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers\\' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition

QUESTION 3

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

A. Lead quality score

B. Customer satisfaction score

C. Lead conversion rate

Correct Answer: C

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer\\'s problems, fulfill their needs,

and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion

rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions.

References: https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-metrics

QUESTION 4

A sales representative is working to understand a prospect\\'s pain points, desired outcomes, and emotional drivers.

In which phase of the sales process is this deal?

A. Connect

B. Create

C. Collaborate

Correct Answer: B

Create is the phase of the sales process where this deal is when the sales rep is working to understand a prospect\\'s pain points, desired outcomes, and emotional drivers. Create is the phase where the sales rep presents and demonstrates how their product can address the prospect\\'s pain points and needs, and deliver tangible benefits and outcomes. Create is also where the sales rep builds rapport and trust with the prospect by showing empathy and understanding of their emotional drivers. References: https://www.salesforce.com/resources/articles/sales-process/#sales-process-stages

QUESTION 5

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

A. Negotiation

B. Renewal

C. Discovery

Correct Answer: C

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect\\'s pain points, needs,

goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer.

References:

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