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**QUESTION 1**

A sales representative receives an objection and encourages the customer to elaborate on their hesitation and responses.

Which type of questions are they leveraging?

- A. Change
- B. Clarifying
- C. Confirming

Correct Answer: B

Clarifying questions are the type of questions that the sales rep is leveraging when they encourage the customer to elaborate on their hesitation and responses. Clarifying questions are questions that help to understand, verify, or confirm the information or meaning of what the customer says. Clarifying questions help to avoid confusion, misunderstanding, or miscommunication, as well as to provide relevant information or solutions. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

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**QUESTION 2**

In addition to learning more about customers, what does customer-centric discovery allow a sales representative to do?

- A. Present pricing and contracts as quickly as possible.
- B. Pitch a product regardless of the customer's need.
- C. Co-create strategies based on confirmed challenges.

Correct Answer: C

Co-creating strategies based on confirmed challenges is what customer-centric discovery allows a sales rep to do, in addition to learning more about customers. Customer-centric discovery is the process of asking questions and listening to customers to understand their situation, needs, goals, and challenges. Co-creating strategies means working with customers to design and propose solutions that can address their confirmed challenges and deliver value and outcomes. Co-creating strategies helps to build trust and rapport, demonstrate expertise and differentiation, and influence purchase decisions.

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**QUESTION 3**

A sales representative is strategizing on how to most effectively communicate with a key prospect.

Which approach should they take?

- A. Repeat key messaging to make sure it lands with the prospect.
- B. Send emails to the prospect less frequently.



C. Provide unique selling points to the prospect that add value each time.

Correct Answer: C

Providing unique selling points to the prospect that add value each time is the approach that the sales rep should take to communicate with a key prospect. A unique selling point is a feature or benefit of the product that distinguishes it from competitors and appeals to the prospect's pain points or needs. Providing unique selling points helps to show how the product can help the prospect succeed and grow, as well as to persuade them to take action.

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#### QUESTION 4

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>

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#### QUESTION 5

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead is engaged in the sales process
- B. Whether the lead is based within their region
- C. Whether the lead has sufficient buying power

Correct Answer: C

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate



whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

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