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### QUESTION 1

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>

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### QUESTION 2

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 3

A sales representative wants to track which opportunities in their pipeline contain items that customers need for an event next month. How does tracking this help the sales rep manage risk?

- A. These deals must be assigned a surcharge.



- B. These deals can be expedited if required.
- C. These deals can move to the next stage.

Correct Answer: B

Tracking which opportunities in their pipeline contain items that customers need for an event next month helps the sales rep manage risk by allowing them to expedite these deals if required. Expediting means accelerating or speeding up the delivery or completion of these deals to meet the customer's urgent or specific needs. Expediting helps to ensure customer satisfaction, loyalty, and retention, as well as to increase revenue and profitability. References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

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#### 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>

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#### QUESTION 5

What is the desired outcome of an upsell proposal?

- A. To optimize existing product offerings
- B. To decrease customer churn rate
- C. To maintain current agreement during a renewal

Correct Answer: A

The desired outcome of an upsell proposal is to optimize existing product offerings by selling more features or services to an existing customer. Upselling helps to increase customer satisfaction, loyalty, and retention by providing them with more value and benefits from the product. Upselling also helps to increase revenue and profitability for the sales rep and the company.

References:



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

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