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QUESTION 1

What measure will yield the most actionable information about an organization's territory model success?

- A. Organization-defined key metric
- B. Annualized Contract Value
- C. Pipeline

Correct Answer: A

An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. References: <https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics>

QUESTION 2

A sales representative presents a solution and the customer is interested in moving forward.

How can the sales rep gain the customer's commitment and close the deal?

- A. Negotiate to finalize the contract.
- B. Propose and schedule an additional demo.
- C. Develop a roadmap with complementary products.

Correct Answer: A

Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction. References: <https://www.salesforce.com/resources/articles/sales-process/#negotiate>

QUESTION 3

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 4

How can whitespace analysis improve a sales representative's account management strategy?

- A. Analyzes contract length and segment to identify retention opportunities.
- B. Identifies key stakeholders and decision makers to nurture relationships.
- C. Determines current products and opportunities to sell additional products.

Correct Answer: C

Determining current products and opportunities to sell additional products is how whitespace analysis can improve a sales rep's account management strategy. Whitespace analysis is the process of identifying gaps or opportunities in an account where the sales rep can offer more products or services that can add value to the customer. Whitespace analysis helps to increase revenue, profitability, and customer loyalty, as well as to prevent competitors from entering the account.

QUESTION 5

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>



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