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QUESTION 1

How should a sales representative identify and generate new additions to the pipeline?

A. Conduct product demos.

B. Provide customer support.

C. Attend industry conferences.

Correct Answer: C

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

QUESTION 2

A sales representative wants to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution.

What should they use?

A. Summary statement

B. Success story

C. Solution unit

Correct Answer: C

A solution unit is what the sales rep should use to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution. A solution unit is a statement that consists of three parts: fact, application, and benefit.

A fact is a feature or attribute of the product that is relevant to the customer\\'s pain points or needs. An application is how the fact can be used or applied by the customer in their situation. A benefit is how the application provides value or

advantage to the customer in terms of solving their problems or achieving their goals. A solution unit helps to show how the product can meet or exceed the customer\\'s expectations and differentiate it from competitors.

References: https://www.salesforce.com/resources/articles/value-selling/#value-selling-methods

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QUESTION 3

A sales representative worked with a primary account for the past year. They want to make sure they continue providing the best possible service and value to the customer.

How can the sales rep comprehensively assess the effectiveness of their account management strategy?

A. Performance reviews with their team

B. Key performance indicators (KPIs)

C. Customer satisfaction surveys

Correct Answer: B

Key performance indicators (KPIs) are measures that can help the sales rep comprehensively assess the effectiveness of their account management strategy. KPIs are quantifiable metrics that reflect how well the sales rep is achieving their

account management goals and objectives, such as revenue growth, customer retention, customer satisfaction, cross-selling, upselling, etc. KPIs help to track progress, identify strengths and weaknesses, and improve performance.

References:

https://www.salesforce.com/resources/articles/account-management/#account-management-kpis

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

QUESTION 5

How does a sales representative determine if a customer might be a valid prospect for the product?

A. Review the customer\\'s website and tell the prospect that the product will solve their problems.

B. Understand the customer\\'s pain points and what they attempted in the past that was unsuccessful.

C. Uncover what the customer is planning to do and the executive staff\\'s purchasing preferences.

Correct Answer: B

Understanding the customer\\'s pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer\\'s needs, challenges, goals,

and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value.

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