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QUESTION 1

When a sales representative faces an objection, what is an effective first step to overcome it?

- A. Provide an additional demonstration based on the objection.
- B. Explain policies and procedures that solve the objection.
- C. Acknowledge the objection and ask follow-up questions.

Correct Answer: C

Acknowledging the objection and asking follow-up questions is an effective first step to overcome an objection from the customer. Acknowledging the objection helps to show empathy and respect for the customer's concerns, as well as to avoid confrontation or defensiveness. Asking follow-up questions helps to understand the root cause, scope, and impact of the objection, as well as to clarify any misunderstandings or misinformation. References:
<https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

QUESTION 2

A sales representative plans to attend a large industry conference.

How can the sales rep ensure the largest return on investment for attending the conference?

- A. Set up meet and greet opportunities with attendees.
- B. Develop a targeted plan and coordinate a series of touchpoints.
- C. Attend as many networking events as possible.

Correct Answer: B

Developing a targeted plan and coordinating a series of touchpoints is a way to ensure the largest return on investment for attending a conference by maximizing the opportunities to connect with potential prospects, customers, and partners.

A targeted plan should include identifying the goals, audience, and message for the conference, as well as scheduling meetings, events, and follow-ups with key contacts.

References:

<https://www.salesforce.com/resources/articles/sales-conference/#sales-conference-tips>

QUESTION 3

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. Industry
- B. Business



C. People

Correct Answer: C

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

QUESTION 4

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>

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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