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QUESTION 1

Leadership at Universal Containers is pressuring sales representatives to maintain a healthy pipeline, Which best practice can the sales reps use to satisfy management?

- A. Rely on marketing to identify and qualify inbound deals.
- B. Keep dead deals open and move the next touchpoint dates forward.
- C. Routinely scrub pipeline records and consistently disposition deals.

Correct Answer: C

Routinely scrubbing pipeline records and consistently dispositioning deals is a best practice that the sales reps can use to satisfy management and maintain a healthy pipeline. Scrubbing pipeline records means reviewing and updating the status, accuracy, and quality of the opportunities in the pipeline. Dispositioning deals means moving the opportunities to the next stage, closing them as won or lost, or removing them from the pipeline. These practices help to ensure that the pipeline reflects the reality of the sales situation, as well as to identify and prioritize the most promising opportunities.

References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

QUESTION 2

A sales representative proposes an engagement solution that works seamlessly across all media to a customer.

Which strategy supports the solution?

- A. Multi-channel
- B. Two-way dialogue
- C. Social networks

Correct Answer: A

Multi-channel is the strategy that supports an engagement solution that works seamlessly across all media. Multi-channel means using different communication channels (such as email, phone, social media, web chat, etc.) to reach and

interact with customers and prospects. Multi-channel helps to increase customer satisfaction, loyalty, and retention by providing them with convenience, choice, and consistency.

References:

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

QUESTION 3

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>

QUESTION 4

A sales representative wants to interact with prospects on platforms they use regularly.

Which approach should the sales rep take?

- A. Social selling
- B. Cold calling
- C. Lead nurturing

Correct Answer: A

Social selling is the approach that the sales rep should take to interact with prospects on platforms they use regularly. Social selling means using social media platforms (such as LinkedIn, Twitter, Facebook, etc.) to connect with prospects,

build relationships, and generate leads. Social selling helps to increase brand awareness, trust, and credibility, as well as to provide value and insights to prospects.

References:

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

QUESTION 5

Which element should a sales representative understand to determine if a sale quota is attainable?

- A. Measures such as activity and outcome
- B. If the compensation plan is capped or uncapped



C. The percentage of variable compensation

Correct Answer: A

Measures such as activity and outcome are elements that the sales rep should understand to determine if a sales quota is attainable. Activity measures are indicators of how much effort and action the sales rep puts into achieving their sales quota, such as number of calls made, emails sent, meetings scheduled, etc. Outcome measures are indicators of how much result and impact the sales rep achieves from their sales quota, such as number of leads generated, opportunities created, deals closed, etc. References: <https://www.salesforce.com/resources/articles/sales-quota/#sales-quota-definition>

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