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QUESTION 1

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle.

Which strategy helps minimize price challenges?

- A. Showing a competitor pricing matrix during the meeting.
- B. Presenting a discount at the beginning of the conversation.
- C. Building in value-based conversation from the beginning.

Correct Answer: C

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation

involves asking open-ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them.

References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

QUESTION 2

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead is engaged in the sales process
- B. Whether the lead is based within their region
- C. Whether the lead has sufficient buying power

Correct Answer: C

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

QUESTION 3

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer.

What should the sales rep use to build their business case?



- A. Value map
- B. Contract review
- C. Feature list

Correct Answer: A

A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer. A value map shows how the solution aligns with the customer's strategic objectives, key performance indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer.

References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-tools>

QUESTION 4

Before a sales representative can close a deal, they are providing the deadlines, payment schedule agreement, and requirements of the engagement.

Which document is the sales rep preparing to finalize this deal?

- A. Statement of work
- B. New order form
- C. Master service agreement

Correct Answer: A

A statement of work is a document that the sales rep prepares to finalize a deal with the customer. A statement of work defines the scope, deliverables, timeline, and terms of the engagement between the sales rep's company and the customer. A statement of work helps to clarify expectations, responsibilities, and obligations for both parties, as well as to prevent any misunderstandings or disputes.

References:

<https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition>

QUESTION 5

A new sales representative is struggling to fill the top of their sales funnel.

What is the potential benefit of revisiting dead opportunities?

- A. To gain customer feedback and improve their approach
- B. To determine if the customer needs have changed



C. To see if new decision makers are available

Correct Answer: B

Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit. Revisiting dead

opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again.

References:

<https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 6

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 7

A sales representative wants to gain access to new buyers by leveraging people who are loyal to them, likely to recommend their solution, and well respected in their organization.

- A. Supportive
- B. Champion
- C. Favorable

Correct Answer: B



A champion is a type of customer who is loyal to the sales rep, likely to recommend their solution, and well respected in their organization. A champion can help the sales rep gain access to new buyers by influencing their decision-making process, providing referrals and testimonials, and advocating for the solution within their organization. References: <https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition>

QUESTION 8

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Ask questions to determine if they can get the deal back on track.
- B. Stand by the solution and point out their misunderstanding.
- C. Compare risks and benefits using features, advantages, and benefits (FAB).

Correct Answer: A

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections. References:

<https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

QUESTION 9

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Focus on behaviors and attributes that define a quality lead.
- B. Broaden the scope of the prospect profile.
- C. Expand the number of channels to reach more prospects.

Correct Answer: A

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce sales cycles, and optimize resources. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 10

A sales representative is engaging in a discovery conversation with a prospect.

Which approach should the sales rep take during this conversation?



- A. Ask open-ended questions to understand the prospect's challenges and goals.
- B. Present the history and innovation of their company in bringing new products to market.
- C. Share the information gathered from online research about the customer's company.

Correct Answer: A

Asking open-ended questions to understand the prospect's challenges and goals is the approach that the sales rep should take during a discovery conversation with a prospect. A discovery conversation is a conversation that helps to uncover information about the prospect's situation, needs, pain points, and objectives. Asking open-ended questions is an effective way to elicit detailed and meaningful responses from the prospect, as well as to show interest and empathy for their challenges and goals.

QUESTION 11

A customer's order was sent to the incorrect warehouse for fulfillment. The order has yet to be fulfilled.

What should the sales representative check to fulfill the order through a different warehouse?

- A. Product inventory
- B. Shipping time
- C. Pricing information

Correct Answer: A

Product inventory is what the sales rep should check to fulfill the order through a different warehouse. Product inventory shows the availability and location of the product in different warehouses. Checking product inventory helps to ensure that the order can be fulfilled in a timely and efficient manner, as well as to avoid any delays or errors. References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

QUESTION 12

A sales representative is aware of an upcoming end-of-contract period for a key customer.

How should the sales rep adapt their sales activities to address this change?

- A. Wait for the contract to expire before engaging with the customer.
- B. Focus on finding new customers to replace the potentially last contract.
- C. Proactively engage with the customer to renew or expand the contract.

Correct Answer: C

Proactively engaging with the customer to renew or expand the contract is how the sales rep should adapt their sales activities to address the upcoming end-of-contract period for a key customer. Proactively engaging means reaching out to the customer before the contract expires, and initiating a conversation about their satisfaction, needs, and goals. This helps to build trust and loyalty, demonstrate value and differentiation, and identify opportunities to renew or upsell the contract. References: <https://www.salesforce.com/resources/articles/account-management/#account-management-renewals>

**QUESTION 13**

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>

QUESTION 14

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer

What are these instructions known as?

- A. Fulfilment procedures
- B. Standard operating procedures
- C. Standard engagement steps

Correct Answer: B

Standard operating procedures (SOPs) are detailed instructions that describe how to perform a specific task or process. SOPs help to ensure consistency, quality, and compliance in fulfilling orders for different customers.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

QUESTION 15

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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