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QUESTION 1

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 2

What should a sales rep focus on when qualifying the prospect?

A. Customer needs

B. Product features

C. Marketing goals

Correct Answer: A

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company\\'s website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that

the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product.

References:

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

QUESTION 3

A sales representative is using elicitation techniques to gain a better understanding of their customer\\'s business strategies, goals, initiatives, and challenges.

What are three elicitation techniques the sales rep should use?

A. Processing, pace analysis, and perseverance

B. Brainstorming, observation, and surveys

C. Developing, testing, and implementation

Correct Answer: B

Brainstorming, observation, and surveys are three elicitation techniques that the sales rep should use to gain a better understanding of their customer\\'s business strategies, goals, initiatives, and challenges. Elicitation is the process of gathering information from various sources using different methods. Brainstorming is a technique that involves generating ideas or solutions through creative thinking and collaboration. Observation is a technique that involves watching or monitoring how customers perform their tasks or use their products. Surveys are a technique that involves collecting feedback or opinions from customers using structured questions or scales. References: https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam

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

What are the four elements of emotional intelligence?

A. Plan, engage, execute, and close

B. Discover, define, design, and deliver

C. Self-awareness, self-management, empathy, and skilled relationships

Correct Answer: C

Self-awareness, self-management, empathy, and skilled relationships are the four elements of emotional intelligence. Emotional intelligence is the ability to understand and manage one\\'s own emotions and those of others. Emotional

intelligence helps to improve communication, collaboration, and influence in sales.

References:

https://trailhead.salesforce.com/en/content/learn/modules/emotional-intelligence/emotional-intelligence-introduction

QUESTION 6

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 7

In addition to learning more about customers, what does customer-centric discovery allow a sales representative to do?

A. Present pricing and contracts as quickly as possible.

B. Pitch a product regardless of the customer\\'s need.

C. Co-create strategies based on confirmed challenges.

Correct Answer: C

Co-creating strategies based on confirmed challenges is what customer-centric discovery allows a sales rep to do, in addition to learning more about customers. Customer-centric discovery is the process of asking questions and listening to customers to understand their situation, needs, goals, and challenges. Co-creating strategies means working with customers to design and propose solutions that can address their confirmed challenges and deliver value and outcomes. Co-creating strategies helps to build trust and rapport, demonstrate expertise and differentiation, and influence purchase decisions.

QUESTION 8

A sales representative has a customer who is indecisive about the proposed solution and hesitant to close the contract.

How should the sales rep convince the customer to find the solution invaluable and close the contract?

A. Offer promotional discounts.

B. Bundle additional products.

C. Extend a free trial.

Correct Answer: A

Offering promotional discounts is a way to convince an indecisive customer to find the solution invaluable and close the contract by creating a sense of urgency, exclusivity, and reciprocity. Promotional discounts can motivate the customer to act quickly before they miss out on a good deal, as well as make them feel special and appreciated for choosing your solution. References: https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples

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QUESTION 9

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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QUESTION 10

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

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QUESTION 11

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 12

How can a sales representative begin a confirming question?

A. "Tell me more about..."

B. "What I hear you saying is..."

C. "What do you mean when...\\'

Correct Answer: B

"What I hear you saying is..." is a way to begin a confirming question. A confirming question is a question that helps to verify or validate what the customer says or means. A confirming question helps to show understanding, empathy, and respect for the customer\\'s concerns, as well as to avoid confusion, misunderstanding, or miscommunication.
References: https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types

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QUESTION 13

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

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QUESTION 14

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

A. Social media presence, website design, and customer reviews

B. Location, number of employees, and market segment

C. Approved budget, authority, business need, and timing

Correct Answer: C

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: https://www.salesforce.com/resources/articles/sales-process/#qualify

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QUESTION 15

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives\\' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

A. Survey the sales team and get recommendations.

B. Change plans to provide a fresh view on each account.

C. Assess prospect and account quality to prioritize leads.

Correct Answer: C

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account

quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy.

References:

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