Salesforce.Certified Sales Representative.by.Tara.30q

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Exam Name: Certified Sales Representative

Exam A

QUESTION 1
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/social-selling/#social-selling-definition

QUESTION 2
During a sales cycle, a sales representative may be required to handle objections from the customer to close the deal.
What is an effective way to handle an objection?

A. Ask questions to characterize the issue.
B. Propose an alternative product.
C. Offer friendlier terms and a lower price.

Correct Answer: A
Section:
Explanation:
Asking questions to characterize the issue is an effective way to handle an objection from the customer. Asking questions helps to understand the root cause, scope, and impact of the objection, as well as to show empathy and respect for the customer's concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objection.
Reference: https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling

QUESTION 3
What measure will yield the most actionable information about an organization's territory model success?

A. Organization-defined key metric
B. Annualized Contract Value
C. Pipeline

Correct Answer: A
Section:
Explanation:
An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results.

Reference: https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics

QUESTION 4
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
Section:
Explanation:
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.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam

QUESTION 5
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition

QUESTION 6
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
Section:
Explanation:
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.

Reference: https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-metrics

QUESTION 7
A sales representative wants to drive the adoption of a new product with a customer.
How should the sales rep address the customer's question: 'What's in it for me?'

A. Offer a product sample.
B. Articulate the business value.
C. Provide product documentation.

Correct Answer: B
Section:
Explanation:
Articulating the business value is how the sales rep should address the customer's question: "What's in it for me?" Business value is the benefit or advantage that the product provides to the customer in terms of improving their situation, solving their problems, fulfilling their needs, or achieving their goals. Articulating the business value helps to show the customer how the product can help them succeed and grow.
Reference: https://www.salesforce.com/resources/articles/value-selling/#value-selling-definition

QUESTION 8
A sales representative receives an objection and encourages the customer to elaborate on their hesitation and responses.
Which type of questions are they leveraging?

A. Change
B. Clarifying
C. Confirming

Correct Answer: B
Section:
Explanation:
Clarifying questions are the type of questions that the sales rep is leveraging when they encourage the customer to elaborate on their hesitation and responses. Clarifying questions are questions that help to understand, verify, or confirm the information or meaning of what the customer says. Clarifying questions help to avoid confusion, misunderstanding, or miscommunication, as well as to provide relevant information or solutions.
Reference: https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types

QUESTION 9
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/sales-process/#qualify

QUESTION 10
A sales representative wants to track which opportunities in their pipeline contain items that customers need for an event next month.
How does tracking this help the sales rep manage risk?

A. These deals must be assigned a surcharge.
B. These deals can be expedited it required.
C. These deals can move to the next stage.

Correct Answer: B
Section:
Explanation:
Tracking which opportunities in their pipeline contain items that customers need for an event next month helps the sales rep manage risk by allowing them to expedite these deals if required. Expediting means accelerating or speeding up the delivery or completion of these deals to meet the customer's urgent or specific needs. Expediting helps to ensure customer satisfaction, loyalty, and retention, as well as to increase revenue and profitability.
Reference: https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management

QUESTION 11
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
Section:
Explanation:
"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.
Reference: https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types

QUESTION 12
Which sales quota measurement focuses on the end result rather than the relationship with the customer?

A. Lead conversion rate
B. Calls made
C. Onsite visits

Correct Answer: A
Section:
Explanation:
A sales quota is a target or goal that a sales representative or a sales team is expected to achieve within a given period of time. Sales quotas can be measured by different criteria, such as revenue, profit, units sold, market share, or customer satisfaction. A lead conversion rate is the percentage of leads that become customers. This is a sales quota measurement that focuses on the end result rather than the relationship with the customer, as it reflects the final outcome of the sales process. The other options are sales quota measurements that focus on the relationship with the customer, as they reflect the activities and interactions that the sales representative or the sales team performs to engage and nurture the leads.Reference:
Cert Prep: Salesforce Certified Sales Representative, unit "Assess Risks and Opportunities"
[Sales Rep Training], unit "Create Effective Selling Habits"
Salesforce Certified Sales Representative Exam Guide, section "Assess Risks and Opportunities"

QUESTION 13

A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without providing much detail.
What should the sales rep do to uncover why the customer is delaying the decision?

A. Highlight the benefits of the product to the customer.
B. Ask pointed questions to identify customer interests.
C. Discuss the customer's concerns with their internal team.

Correct Answer: B
Section:
Explanation:
Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue. Pointed questions help to get to the core of the customer's hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action.
Reference: https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types

QUESTION 14
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling

QUESTION 15
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies

QUESTION 16
A prospect visited a company's website and completed a form expressing interest in a product.
What should a sales rep focus on when qualifying the prospect?

A. Customer needs

B. Product features
C. Marketing goals

Correct Answer: A
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/sales-process/#qualify

QUESTION 17
A sales representative presents a solution and the customer is interested in moving forward.
How can the sales rep gain the customer's commitment and close the deal?

A. Negotiate to finalize the contract.
B. Propose and schedule an additional demo.
C. Develop a roadmap with complementary products.

Correct Answer: A
Section:
Explanation:
Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction.
Reference: https://www.salesforce.com/resources/articles/sales-process/#negotiate

QUESTION 18
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
Section:
Explanation:
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.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process

QUESTION 19
In which way should a sales representative drive trust through professional competency?

A. Asking questions to look for common interests, personal motivators, and hesitation
B. Collecting and processing information on products, competitors, and industries
C. Understanding the buyer's experience in the market and years of service

Correct Answer: B

Section:
Explanation:
Professional competency is the ability to demonstrate knowledge and skills that are relevant and valuable to the customer. By collecting and processing information on products, competitors, and industries, a sales rep can show their expertise, credibility, and confidence in providing solutions that meet the customer's needs and expectations.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam

QUESTION 20
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation

QUESTION 21
A sales representative closed a deal with a customer 6 months ago. The customer is now experiencing issues with the solution and the sales rep is trying to assess the customer's realized value.
What should the sales rep do?

A. Acknowledge the customer's concerns while trying to find easier customers.
B. Reassess the customer's expected value based on the current situation.
C. Try to sell additional products or services to increase the realized value.

Correct Answer: B
Section:
Explanation:
Realized value is the difference between the expected value and the actual value that the customer receives from using the solution. If the customer is experiencing issues with the solution, the sales rep should reassess the customer's expected value based on the current situation, identify any gaps or discrepancies, and work with the customer to resolve them and ensure their satisfaction.
Reference: https://www.salesforce.com/resources/articles/customer-success/#customer-success-metrics

QUESTION 22
A sales representative just closed a deal and wants to make sure the customer is set up for success.
How can the sales rep ensure the customer has a great experience with the product?

A. Share other customer success stories.
B. Recommend additional products and services.
C. Provide timely support and training.

Correct Answer: C
Section:
Explanation:
Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product. Support and training help the customer to use the product effectively, efficiently, and confidently,

as well as to troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer.
Reference: https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips

QUESTION 23
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips

QUESTION 24
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: C
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples
Extending a free trial is a good way to convince an indecisive customer to close the contract, as it allows them to experience the value of the solution firsthand and overcome any doubts or objections. A free trial also creates a sense of urgency and scarcity, as the customer knows that they have a limited time to take advantage of the offer. By extending a free trial, the sales rep can demonstrate confidence in the solution and show the customer that they are willing to accommodate their needs and preferences.Reference:
Turn Undecided Customers into Successful Sales - Upnify, section "Offer guarantees and flexible policies".
How to Handle Indecisive Customers? - Bitrix24, section "Offer a free trial or a money-back guarantee".

QUESTION 25
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.
Which type of customer does the sales rep want to target?

A. Supportive
B. Champion
C. Favorable

Correct Answer: B
Section:

Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition

QUESTION 26
After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer.
How should the sales rep build credibility with the prospect to better their chances of a successful pitch?

A. Base the pitch on what the prospect has explicitly told them in previous conversations.
B. Base the pitch on the sales rep's company's proven, most successful product lines.
C. Base the pitch on discovery research into the prospect's customers' challenges.

Correct Answer: C
Section:
Explanation:
Basing the pitch on discovery research into the prospect's customers' challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework, understands the prospect's business and market situation, and can provide solutions that can help them serve their customers better.
Reference: https://www.salesforce.com/resources/articles/sales-pitch/#sales-pitch-tips

QUESTION 27
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
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/upselling/#upselling-definition

QUESTION 28
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
Section:
Explanation:
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.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process

QUESTION 29
A Universal Containers sales representative is working with an account prospect to get them more comfortable with the company's offerings and solutions.
Which approach would help the sales rep educate the prospect about their offerings and solutions?

A. Tell the prospect about similar industry solutions, even if some may not be relevant.
B. Try to impress the prospect by using their industry's jargon when describing each offering.
C. Share a current customer story for an account in a similar industry as the prospect.

Correct Answer: C
Section:
Explanation:
Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that showcases how the sales rep's solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its credibility.
Reference: https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-tips

QUESTION 30
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 it new decision makers are available

Correct Answer: B
Section:
Explanation:
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.
Reference: https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies