# SALESFORCE-SALES-REPRESENTATIVE<sup>Q&As</sup>

Salesforce Certified Sales Representative

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1 / 5

**QUESTION 1**

How many days are recommended between calls when reaching out to contacts at strategic accounts?

A. Two business days

B. Four business days

C. Twenty-five business days

Correct Answer: B

Four business days is the recommended number of days between calls when reaching out to contacts at strategic accounts. A strategic account is a high-value account that has a significant impact on the sales rep\\'s revenue, growth, and

reputation. Four business days is a reasonable interval that allows the sales rep to maintain communication, engagement, and momentum with the contacts, as well as to avoid being too pushy or annoying.

References:

https://www.salesforce.com/resources/articles/account-management/#account-management-best-practices

**QUESTION 2**

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 3**

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 4**

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

**QUESTION 5**

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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5 / 5