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QUESTION 1

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 2

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 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

A sales representative is strategizing on how to most effectively communicate with a key prospect.

Which approach should they take?

- A. Repeat key messaging to make sure it lands with the prospect.
- B. Send emails to the prospect less frequently.
- C. Provide unique selling points to the prospect that add value each time.

Correct Answer: C

Providing unique selling points to the prospect that add value each time is the approach that the sales rep should take to communicate with a key prospect. A unique selling point is a feature or benefit of the product that distinguishes it from competitors and appeals to the prospect's pain points or needs. Providing unique selling points helps to show how the product can help the prospect succeed and grow, as well as to persuade them to take action.

QUESTION 5

A sales representative has a prospect who is in discussions with multiple vendors about competing products. The sales rep is concerned the prospect might not remember the valuable benefits of the solution.

Which closure practice should the sales rep use to gain a commitment with this prospect?

- A. Assumptive
- B. Summary
- C. Takeaway

Correct Answer: B

A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the value proposition of the solution, highlighting how it

addresses the prospect's pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action.

References:

<https://www.salesforce.com/resources/articles/sales-process/#close>

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