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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

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>

QUESTION 3

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

- A. Identify potential trigger events as the reason to reach out to prospects.
- B. Connect with customers associated with the prospect on social media.
- C. Focus on personal details when communicating with the prospect.

Correct Answer: A

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 4

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. Industry
- B. Business
- C. People

Correct Answer: C

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

QUESTION 5

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 if required.
- C. These deals can move to the next stage.

Correct Answer: B

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. References:
<https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

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