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QUESTION 1

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

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. References: <https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

QUESTION 2

How should a sales representative identify and generate new additions to the pipeline?

- A. Conduct product demos.
- B. Provide customer support.
- C. Attend industry conferences.

Correct Answer: C

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

QUESTION 3

A sales team knows the importance of building an accurate forecast.

Which foundational priority should be in place to help ensure data quality across teams?

- A. Collaboration
- B. Pipeline visibility
- C. Sales process

Correct Answer: C

Sales process is the foundational priority that should be in place to help ensure data quality across teams when building

an accurate forecast. A forecast is a prediction or estimation of future sales revenue based on current and historical data. A sales process is a series of steps or stages that guide a sales rep from finding prospects to closing deals. Having a sales process helps to ensure data quality across teams by providing a common framework, language, and criteria for entering, updating, and reporting data in a consistent and reliable way.

QUESTION 4

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead is engaged in the sales process
- B. Whether the lead is based within their region
- C. Whether the lead has sufficient buying power

Correct Answer: C

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

QUESTION 5

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.

- A. Supportive
- B. Champion
- C. Favorable

Correct Answer: B

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. References: <https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition>

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