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QUESTION 1

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

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.

References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

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

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.

References:

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

QUESTION 3

How should a sales representative use a client profile during the sales process?

- A. To create messages that appeal to a broad audience
- B. To build a standard message to maximize return on investment (ROI)
- C. To tailor a message to meet a target audience's needs

Correct Answer: C

Tailoring a message to meet a target audience's needs is how a sales rep should use a client profile during the sales process. A client profile is a document that summarizes the characteristics, preferences, and behaviors of a specific segment or group of customers. A message is a communication or presentation that the sales rep delivers to the customers to persuade them to buy their product or service. Tailoring a message helps to show relevance, value, and differentiation to the target audience, as well as to capture their attention and interest.

QUESTION 4

What should a sales rep focus on when qualifying the prospect?

- A. Customer needs
- B. Product features
- C. Marketing goals

Correct Answer: A

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.

References:

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

QUESTION 5

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

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.

References:

<https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips>

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