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QUESTION 1

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 2

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 3

What measure will yield the most actionable information about an organization's territory model success?

- A. Organization-defined key metric
- B. Annualized Contract Value
- C. Pipeline

Correct Answer: A

An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. References: <https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics>

QUESTION 4

A sales representative wants to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution.

What should they use?

- A. Summary statement
- B. Success story
- C. Solution unit

Correct Answer: C

A solution unit is what the sales rep should use to transition to a recommendation in a way that demonstrates their ability to provide a competitive solution. A solution unit is a statement that consists of three parts: fact, application, and benefit.

A fact is a feature or attribute of the product that is relevant to the customer's pain points or needs. An application is how the fact can be used or applied by the customer in their situation. A benefit is how the application provides value or advantage to the customer in terms of solving their problems or achieving their goals. A solution unit helps to show how the product can meet or exceed the customer's expectations and differentiate it from competitors.

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

QUESTION 5

A sales representative proposes an engagement solution that works seamlessly across all media to a customer.

Which strategy supports the solution?

- A. Multi-channel
- B. Two-way dialogue
- C. Social networks

Correct Answer: A

Multi-channel is the strategy that supports an engagement solution that works seamlessly across all media. Multi-channel means using different communication channels (such as email, phone, social media, web chat, etc.) to reach and

interact with customers and prospects. Multi-channel helps to increase customer satisfaction, loyalty, and retention by

providing them with convenience, choice, and consistency.

References:

<https://www.salesforce.com/resources/articles/multichannel-marketing/#multichannel-marketing-definition>

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