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QUESTION 1

A sales representative is given an objection and shows respect for the customer's opinion.

What level of listening is the sales rep leveraging?

- A. Attentive
- B. Selective
- C. Empathetic

Correct Answer: C

Empathetic listening is the level of listening that the sales rep is leveraging when they show respect for the customer's opinion after receiving an objection. An objection is a reason or concern that the customer has for not buying the product or service that the sales rep offers. Empathetic listening is a type of listening that involves understanding and sharing the feelings and emotions of the customer, as well as acknowledging and validating their perspective. Empathetic listening helps to build trust and rapport, reduce resistance, and resolve objections.

QUESTION 2

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>

QUESTION 3

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Ask questions to determine if they can get the deal back on track.
- B. Stand by the solution and point out their misunderstanding.
- C. Compare risks and benefits using features, advantages, and benefits (FAB).

Correct Answer: A

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections. References:

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

QUESTION 4

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

- A. Survey the sales team and get recommendations.
- B. Change plans to provide a fresh view on each account.
- C. Assess prospect and account quality to prioritize leads.

Correct Answer: C

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account

quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy.

References:

<https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 5

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 6

In addition to learning more about customers, what does customer-centric discovery allow a sales representative to do?

- A. Present pricing and contracts as quickly as possible.
- B. Pitch a product regardless of the customer's need.
- C. Co-create strategies based on confirmed challenges.

Correct Answer: C

Co-creating strategies based on confirmed challenges is what customer-centric discovery allows a sales rep to do, in addition to learning more about customers. Customer-centric discovery is the process of asking questions and listening to customers to understand their situation, needs, goals, and challenges. Co-creating strategies means working with customers to design and propose solutions that can address their confirmed challenges and deliver value and outcomes. Co-creating strategies helps to build trust and rapport, demonstrate expertise and differentiation, and influence purchase decisions.

QUESTION 7

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Lead quality score
- B. Customer satisfaction score
- C. Lead conversion rate

Correct Answer: C

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs,

and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion

rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions.

References: <https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-metrics>

QUESTION 8

How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Two business days
- B. Four business days
- C. Twenty-five business days

Correct Answer: B

Four business days is the recommended number of days between calls when reaching out to contacts at strategic accounts. A strategic account is a high-value account that has a significant impact on the sales rep's revenue, growth, and

reputation. Four business days is a reasonable interval that allows the sales rep to maintain communication, engagement, and momentum with the contacts, as well as to avoid being too pushy or annoying.

References:

<https://www.salesforce.com/resources/articles/account-management/#account-management-best-practices>

QUESTION 9

How should a sales representative reinforce elements of the value proposition for the customer?

- A. Share case studies and customer testimonials.
- B. Provide sales collateral and benefits.
- C. Address potential pitfalls of the solution.

Correct Answer: A

Sharing case studies and customer testimonials is how a sales rep should reinforce elements of the value proposition for the customer. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs, and provide them with benefits that outweigh the costs. Case studies and customer testimonials are stories or feedback from existing customers who have used the product and can vouch for its value proposition. Sharing case studies and customer testimonials helps to provide proof points, build trust and credibility, and influence purchase decisions

QUESTION 10

A sales representative is fulfilling an order using the step-by-step instructions for that specific customer

What are these instructions known as?

- A. Fulfilment procedures
- B. Standard operating procedures

C. Standard engagement steps

Correct Answer: B

Standard operating procedures (SOPs) are detailed instructions that describe how to perform a specific task or process. SOPs help to ensure consistency, quality, and compliance in fulfilling orders for different customers.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-essentials-basics/salesforce-essentials-sales-process>

QUESTION 11

A sales representative clarifies how a specific customer will benefit from the solution proposed.

Which part of a solution unit is the sales rep using?

- A. Application
- B. Fact
- C. Benefit

Correct Answer: C

A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing

productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer's pain points and needs.

References:

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

QUESTION 12

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 13

A new sales representative is struggling to fill the top of their sales funnel.

What is the potential benefit of revisiting dead opportunities?

- A. To gain customer feedback and improve their approach
- B. To determine if the customer needs have changed
- C. To see if new decision makers are available

Correct Answer: B

Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit. Revisiting dead

opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again.

References:

<https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 14

A customer has questions about the features of one product they are evaluating.

What is the first step the sales representative should take to address this?

- A. Supply product references.
- B. Schedule new product demo.
- C. Dispatch service technician.

Correct Answer: A

Supplying product references is the first step that the sales rep should take to address a customer's questions about the features of one product they are evaluating. Product references are testimonials or case studies from existing customers who have used the product and can vouch for its features and benefits. Product references help to answer questions, provide proof points, build trust and credibility, and influence purchase decisions. References:

<https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition>

QUESTION 15

A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without providing much detail.

What should the sales rep do to uncover why the customer is delaying the decision?

- A. Highlight the benefits of the product to the customer.
- B. Ask pointed questions to identify customer interests.
- C. Discuss the customer's concerns with their internal team.

Correct Answer: B

Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue.

Pointed questions help to get to the core of the customer's hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action.

References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

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