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QUESTION 1

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

A. Social media presence, website design, and customer reviews

B. Location, number of employees, and market segment

C. Approved budget, authority, business need, and timing

Correct Answer: C

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: https://www.salesforce.com/resources/articles/sales-process/#qualify

QUESTION 2

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 it 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 3

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

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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

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QUESTION 4

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

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QUESTION 5

A sales representative is strategizing on how to most effectively communicate with

a key prospect.

Which approach should they take?

A. Repeat key messaging to make sure it lands with the prospect.

B. Send emails to the prospect less frequently.

C. Provide unique selling points to the prospect that add value each time.

Correct Answer: C

Providing unique selling points to the prospect that add value each time is the approach that the sales rep should take to communicate with a key prospect. A unique selling point is a feature or benefit of the product that distinguishes it from competitors and appeals to the prospect\\'s pain points or needs. Providing unique selling points helps to show how the

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product can help the prospect succeed and grow, as well as to persuade them to take action.

QUESTION 6

How does a sales representative determine if a customer might be a valid prospect for the product?

A. Review the customer\\'s website and tell the prospect that the product will solve their problems.

B. Understand the customer\\'s pain points and what they attempted in the past that was unsuccessful.

C. Uncover what the customer is planning to do and the executive staff\\'s purchasing preferences.

Correct Answer: B

Understanding the customer\\'s pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer\\'s needs, challenges, goals,

and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value.

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

QUESTION 7

A Universal Containers sales representative is working with an account prospect to get them more comfortable with the company\\'s offerings and solutions.

Which approach would help the sales rep educate the prospect about their offerings and solutions?

A. Tell the prospect about similar industry solutions, even if some may not be relevant.

B. Try to impress the prospect by using their industry\\'s jargon when describing each offering.

C. Share a current customer story for an account in a similar industry as the prospect.

Correct Answer: C

Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that

showcases how the sales rep\\'s solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its credibility.

References:

https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-tips

QUESTION 8

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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 9

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 10

A sales representative worked with a primary account for the past year. They want to make sure they continue providing the best possible service and value to the customer.

How can the sales rep comprehensively assess the effectiveness of their account management strategy?

A. Performance reviews with their team

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B. Key performance indicators (KPIs)

C. Customer satisfaction surveys

Correct Answer: B

Key performance indicators (KPIs) are measures that can help the sales rep comprehensively assess the effectiveness of their account management strategy. KPIs are quantifiable metrics that reflect how well the sales rep is achieving their

account management goals and objectives, such as revenue growth, customer retention, customer satisfaction, cross-selling, upselling, etc. KPIs help to track progress, identify strengths and weaknesses, and improve performance.

References:

https://www.salesforce.com/resources/articles/account-management/#account-management-kpis

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QUESTION 11

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 it 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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QUESTION 12

A sales representative is engaging in a discovery conversation with a prospect.

Which approach should the sales rep take during this conversation?

A. Ask open-ended questions to understand the prospect\'s challenges and goals.

B. Present the history and innovation of their company in bringing new products to market.

C. Share the information gathered from online research about the customer\'s company.

Correct Answer: A

Asking open-ended questions to understand the prospect\'s challenges and goals is the approach that the sales rep should take during a discovery conversation with a prospect. A discovery conversation is a conversation that helps to uncover information about the prospect\'s situation, needs, pain points, and objectives. Asking open-ended questions is an effective way to elicit detailed and meaningful responses from the prospect, as well as to show interest and empathy

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for their challenges and goals.

QUESTION 13

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 14

In which way should a sales representative drive trust through professional competency?

A. Asking questions to look for common interests, personal motivators, and hesitation

B. Collecting and processing information on products, competitors, and industries

C. Understanding the buyer\\'s experience in the market and years of service

Correct Answer: B

Professional competency is the ability to demonstrate knowledge and skills that are relevant and valuable to the customer. By collecting and processing information on products, competitors, and industries, a sales rep can show their expertise, credibility, and confidence in providing solutions that meet the customer\\'s needs and expectations. References: https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam

QUESTION 15

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer.

What should the sales rep use to build their business case?

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A. Value map

B. Contract review

C. Feature list

Correct Answer: A

A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer. A value map shows how the solution aligns with the customer\'s strategic objectives, key performance

indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer.

References:

https://www.salesforce.com/resources/articles/value-selling/#value-selling-tools

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