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QUESTION 1

What are the four elements of emotional intelligence?

- A. Plan, engage, execute, and close
- B. Discover, define, design, and deliver
- C. Self-awareness, self-management, empathy, and skilled relationships

Correct Answer: C

Self-awareness, self-management, empathy, and skilled relationships are the four elements of emotional intelligence. Emotional intelligence is the ability to understand and manage one's own emotions and those of others. Emotional intelligence helps to improve communication, collaboration, and influence in sales.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/emotional-intelligence/emotional-intelligence-introduction>

QUESTION 2

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 3

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 for their challenges and goals.

QUESTION 4

A sales representative is using elicitation techniques to gain a better understanding of their customer's business strategies, goals, initiatives, and challenges.

What are three elicitation techniques the sales rep should use?

- A. Processing, pace analysis, and perseverance
- B. Brainstorming, observation, and surveys
- C. Developing, testing, and implementation

Correct Answer: B

Brainstorming, observation, and surveys are three elicitation techniques that the sales rep should use to gain a better understanding of their customer's business strategies, goals, initiatives, and challenges. Elicitation is the process of gathering information from various sources using different methods. Brainstorming is a technique that involves generating ideas or solutions through creative thinking and collaboration. Observation is a technique that involves watching or monitoring how customers perform their tasks or use their products. Surveys are a technique that involves collecting feedback or opinions from customers using structured questions or scales. References: <https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam>

QUESTION 5

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.

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