



# SALESFORCE-SALES- REPRESENTATIVE<sup>Q&As</sup>

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### QUESTION 1

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

- A. Negotiation
- B. Renewal
- C. Discovery

Correct Answer: C

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect's pain points, needs,

goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer.

References:

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

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### QUESTION 2

A sales representative closed a deal with a customer 6 months ago. The customer is now experiencing issues with the solution and the sales rep is trying to assess the customer's realized value.

What should the sales rep do?

- A. Acknowledge the customer's concerns while trying to find easier customers.
- B. Reassess the customer's expected value based on the current situation.
- C. Try to sell additional products or services to increase the realized value.

Correct Answer: B

Realized value is the difference between the expected value and the actual value that the customer receives from using the solution. If the customer is experiencing issues with the solution, the sales rep should reassess the customer's

expected value based on the current situation, identify any gaps or discrepancies, and work with the customer to resolve them and ensure their satisfaction.

References:

<https://www.salesforce.com/resources/articles/customer-success/#customer-success-metrics>

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### QUESTION 3

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>

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### QUESTION 4

A sales representative presents a solution and the customer is interested in moving forward.

How can the sales rep gain the customer's commitment and close the deal?

- A. Negotiate to finalize the contract.
- B. Propose and schedule an additional demo.
- C. Develop a roadmap with complementary products.

Correct Answer: A

Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction. References: <https://www.salesforce.com/resources/articles/sales-process/#negotiate>

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### QUESTION 5

A sales representative wants to gain access to new buyers by leveraging people who are loyal to them, likely to recommend their solution, and well respected in their organization.

- A. Supportive
- B. Champion
- C. Favorable

Correct Answer: B

A champion is a type of customer who is loyal to the sales rep, likely to recommend their solution, and well respected in their organization. A champion can help the sales rep gain access to new buyers by influencing their decision-making process, providing referrals and testimonials, and advocating for the solution within their organization. References: <https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition>

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