SALESFORCE-SALES-REPRESENTATIVE Q&As

Salesforce Certified Sales Representative

Pass Salesforce SALESFORCE-SALES-REPRESENTATIVE Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.geekcert.com/salesforce-sales-representative.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce Official Exam Center

QUESTION 1

Leadership at Universal Containers is pressuring sales representatives to maintain a healthy pipeline, Which best practice can the sales reps use to satisfy management?

A. Rely on marketing to identify and qualify inbound deals.

B. Keep dead deals open and move the next touchpoint dates forward.

C. Routinely scrub pipeline records and consistently disposition deals.

Correct Answer: C

Routinely scrubbing pipeline records and consistently dispositioning deals is a best practice that the sales reps can use to satisfy management and maintain a healthy pipeline. Scrubbing pipeline records means reviewing and updating the status, accuracy, and quality of the opportunities in the pipeline. Dispositioning deals means moving the opportunities to the next stage, closing them as won or lost, or removing them from the pipeline. These practices help to ensure that the pipeline reflects the reality of the sales situation, as well as to identify and prioritize the most promising opportunities. References: https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management

---

QUESTION 2

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 3

How should a sales representative use a client profile during the sales process?

A. To create messages that appeal to a broad audience

B. To build a standard message to maximize return on investment (ROI)

C. To tailor a message to meet a target audience\\'s needs

Correct Answer: C

Tailoring a message to meet a target audience\\'s needs is how a sales rep should use a client profile during the sales process. A client profile is a document that summarizes the characteristics, preferences, and behaviors of a specific segment or group of customers. A message is a communication or presentation that the sales rep delivers to the customers to persuade them to buy their product or service. Tailoring a message helps to show relevance, value, and differentiation to the target audience, as well as to capture their attention and interest.

QUESTION 4

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

---

QUESTION 5

A sales representative is aware of an upcoming end-of-contract period for a key customer.

How should the sales rep adapt their sales activities to address this change?

A. Wait for the contract to expire before engaging with the customer.

B. Focus on finding new customers to replace the potentially last contract.

C. Proactively engage with the customer to renew or expand the contract.

Correct Answer: C

Proactively engaging with the customer to renew or expand the contract is how the sales rep should adapt their sales activities to address the upcoming end-of-contract period for a key customer. Proactively engaging means reaching out to the customer before the contract expires, and initiating a conversation about their satisfaction, needs, and goals. This helps to build trust and loyalty, demonstrate value and differentiation, and identify opportunities to renew or upsell the contract. References: https://www.salesforce.com/resources/articles/account-management/#account-management-renewals