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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 just closed a deal and wants to make sure the customer is set up for success.

How can the sales rep ensure the customer has a great experience with the product?

- A. Share other customer success stories.
- B. Recommend additional products and services.
- C. Provide timely support and training.

Correct Answer: C

Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product. Support and training help the customer to use the product effectively, efficiently, and confidently, as well as to

troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer.

References:

<https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips>

QUESTION 3

A sales representative has a customer who is indecisive about the proposed solution and hesitant to close the contract.

How should the sales rep convince the customer to find the solution invaluable and close the contract?

- A. Offer promotional discounts.



- B. Bundle additional products.
- C. Extend a free trial.

Correct Answer: A

Offering promotional discounts is a way to convince an indecisive customer to find the solution invaluable and close the contract by creating a sense of urgency, exclusivity, and reciprocity. Promotional discounts can motivate the customer to act quickly before they miss out on a good deal, as well as make them feel special and appreciated for choosing your solution. References: <https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples>

QUESTION 4

Which element should a sales representative understand to determine if a sale quota is attainable?

- A. Measures such as activity and outcome
- B. If the compensation plan is capped or uncapped
- C. The percentage of variable compensation

Correct Answer: A

Measures such as activity and outcome are elements that the sales rep should understand to determine if a sales quota is attainable. Activity measures are indicators of how much effort and action the sales rep puts into achieving their sales quota, such as number of calls made, emails sent, meetings scheduled, etc. Outcome measures are indicators of how much result and impact the sales rep achieves from their sales quota, such as number of leads generated, opportunities created, deals closed, etc. References: <https://www.salesforce.com/resources/articles/sales-quota/#sales-quota-definition>

QUESTION 5

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

- A. Identify potential trigger events as the reason to reach out to prospects.
- B. Connect with customers associated with the prospect on social media.
- C. Focus on personal details when communicating with the prospect.

Correct Answer: A

Identifying potential trigger events as the reason to reach out to prospects is what the sales rep can do to gain their interest when assigned to high-value prospects. A trigger event is an occurrence or change that creates an opportunity or need for a product or service, such as a merger, expansion, launch, etc. Identifying trigger events helps to show relevance, timeliness, and value to the prospects, as well as to capture their attention and curiosity. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>



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