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QUESTION 1

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 if 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>

QUESTION 2

How can a sales representative begin a confirming question?

- A. "Tell me more about..."
- B. "What I hear you saying is..."
- C. "What do you mean when..."

Correct Answer: B

"What I hear you saying is..." is a way to begin a confirming question. A confirming question is a question that helps to verify or validate what the customer says or means. A confirming question helps to show understanding, empathy, and respect for the customer's concerns, as well as to avoid confusion, misunderstanding, or miscommunication. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

QUESTION 3

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle.

Which strategy helps minimize price challenges?

- A. Showing a competitor pricing matrix during the meeting.
- B. Presenting a discount at the beginning of the conversation.
- C. Building in value-based conversation from the beginning.

Correct Answer: C

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing



on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation involves asking open-ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them.

References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

QUESTION 4

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 5

How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Two business days
- B. Four business days
- C. Twenty-five business days

Correct Answer: B

Four business days is the recommended number of days between calls when reaching out to contacts at strategic accounts. A strategic account is a high-value account that has a significant impact on the sales rep's revenue, growth, and

reputation. Four business days is a reasonable interval that allows the sales rep to maintain communication, engagement, and momentum with the contacts, as well as to avoid being too pushy or annoying.

References:

<https://www.salesforce.com/resources/articles/account-management/#account-management-best-practices>



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