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QUESTION 1

A sales representative is preparing a presentation to showcase the value proposition of their solution to a prospect.

What should be the main objective of this presentation?

- A. To provide an in-depth analysis of the prospect's competitors and market trends
- B. To build credibility with the prospect using their public speaking skills and professional appearance
- C. To communicate how the solution addresses the prospect's pain points and needs, and delivers tangible return on investment (ROI)

Correct Answer: C

The main objective of a value proposition presentation is to show the prospect how the solution can solve their problems, fulfill their needs, and provide them with benefits that outweigh the costs. A value proposition presentation should

highlight the unique features and advantages of the solution, as well as quantify the expected outcomes and ROI for the prospect.

References:

<https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation>

QUESTION 2

A sales representative plans to attend a large industry conference.

How can the sales rep ensure the largest return on investment for attending the conference?

- A. Set up meet and greet opportunities with attendees.
- B. Develop a targeted plan and coordinate a series of touchpoints.
- C. Attend as many networking events as possible.

Correct Answer: B

Developing a targeted plan and coordinating a series of touchpoints is a way to ensure the largest return on investment for attending a conference by maximizing the opportunities to connect with potential prospects, customers, and partners.

A targeted plan should include identifying the goals, audience, and message for the conference, as well as scheduling meetings, events, and follow-ups with key contacts.

References:

<https://www.salesforce.com/resources/articles/sales-conference/#sales-conference-tips>



QUESTION 3

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>

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

Why is collaborating with departments such as marketing and service crucial to generating a new pipeline?

- A. To expand and improve networking skills
- B. To avoid competing for the best leads
- C. To leverage additional expertise and resources

Correct Answer: C

Leveraging additional expertise and resources is why collaborating with departments such as marketing and service is



crucial to generating a new pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Collaborating with marketing and service helps to access their knowledge, skills, and tools that can help the sales rep generate more leads, nurture more prospects, and close more deals.

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