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### QUESTION 1

How should a sales representative identify and generate new additions to the pipeline?

- A. Conduct product demos.
- B. Provide customer support.
- C. Attend industry conferences.

Correct Answer: C

Attending industry conferences is how a sales rep should identify and generate new additions to the pipeline. A pipeline is a set of opportunities or potential customers that a sales rep is pursuing or managing in order to close sales. Attending industry conferences helps to network with prospects or customers who are interested or involved in the same field or market as the sales rep, as well as to showcase their products or services, generate leads, and build relationships.

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### QUESTION 2

Before a sales representative can close a deal, they are providing the deadlines, payment schedule agreement, and requirements of the engagement.

Which document is the sales rep preparing to finalize this deal?

- A. Statement of work
- B. New order form
- C. Master service agreement

Correct Answer: A

A statement of work is a document that the sales rep prepares to finalize a deal with the customer. A statement of work defines the scope, deliverables, timeline, and terms of the engagement between the sales rep's company and the

customer. A statement of work helps to clarify expectations, responsibilities, and obligations for both parties, as well as to prevent any misunderstandings or disputes.

References:

<https://www.salesforce.com/resources/articles/statement-of-work/#statement-of-work-definition>

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### QUESTION 3

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Lead quality score



B. Customer satisfaction score

C. Lead conversion rate

Correct Answer: C

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs,

and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion

rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions.

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

#### 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

A Universal Containers sales representative is working with an account prospect to get them more comfortable with the company's offerings and solutions.

Which approach would help the sales rep educate the prospect about their offerings and solutions?

A. Tell the prospect about similar industry solutions, even if some may not be relevant.

B. Try to impress the prospect by using their industry's jargon when describing each offering.

C. Share a current customer story for an account in a similar industry as the prospect.

Correct Answer: C



Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that

showcases how the sales rep's solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its credibility.

References:

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

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