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QUESTION 1

After a number of meetings and conversations, a sales representative is invited to pitch to a prospective customer.

How should the sales rep build credibility with the prospect to better their chances of a successful pitch?

- A. Base the pitch on what the prospect has explicitly told them in previous conversations.
- B. Base the pitch on the sales rep's company's proven, most successful product lines.
- C. Base the pitch on discovery research into the prospect's customers' challenges.

Correct Answer: C

Basing the pitch on discovery research into the prospect's customers' challenges is a way to build credibility with the prospect and increase the chances of a successful pitch. This shows that the sales rep has done their homework,

understands the prospect's business and market situation, and can provide solutions that can help them serve their customers better.

References:

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

QUESTION 2

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 3

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Focus on behaviors and attributes that define a quality lead.
- B. Broaden the scope of the prospect profile.



C. Expand the number of channels to reach more prospects.

Correct Answer: A

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce sales cycles, and optimize resources. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 4

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

- A. Survey the sales team and get recommendations.
- B. Change plans to provide a fresh view on each account.
- C. Assess prospect and account quality to prioritize leads.

Correct Answer: C

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account

quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy.

References:

<https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

QUESTION 5

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>

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