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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

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?

Options:

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

Answer:

C

Explanation:

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

Question 2

Question Type: MultipleChoice

What measure will yield the most actionable information about an organization's territory model success?

Options:

- A- Organization-defined key metric
- B- Annualized Contract Value
- C- Pipeline

Answer:

A

Explanation:

An organization-defined key metric is a measure that will yield the most actionable information about an organization's territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. Reference: <https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics>

Question 3

Question Type: MultipleChoice

What are the key elements of a successful cold call?

Options:

- A- Several short questions and a shared link to product descriptions on the company website
- B- A compelling hook that ties in a product or service and open-ended questions
- C- Details about the decision maker and a follow-up with them soon after the call

Answer:

B

Explanation:

A cold call is a phone call to a potential customer who has not expressed any prior interest in your product or service. The key elements of a successful cold call are a compelling hook and open-ended questions. A compelling hook is a brief statement that captures the attention of the prospect and shows them how your product or service can solve their problem or meet their need. Open-ended questions are questions that require more than a yes or no answer, and that encourage the prospect to share more information about their situation, goals, challenges, and preferences. By using a compelling hook and open-ended questions, you can engage the prospect, build rapport, qualify them as a lead, and move them to the next stage of the sales process. Reference:

Question 4

Question Type: MultipleChoice

Which communication approach has a higher likelihood of achieving a customer relationship built on trust?

Options:

- A- Appreciating the customer's time.
- B- Scheduling quarterly check-in calls.
- C- Hosting monthly product webinars.

Answer:

A

Explanation:

Appreciating the customer's time is a communication approach that fosters trust by acknowledging and respecting the value of their time. This approach involves being punctual for meetings, ensuring communications are concise and relevant, and expressing gratitude for their engagement. Building trust with customers is foundational to long-term relationships, and demonstrating respect for their time is a tangible way to show that their needs and priorities are taken seriously. Salesforce highlights the importance of trust in customer relationships and recommends practices that contribute to a respectful and professional interaction.

reference:Salesforce Blog - Building Customer Trust

Question 5

Question Type: MultipleChoice

How can a sales representative begin a confirming question?

Options:

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

Answer:

B

Explanation:

"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. Reference: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

Question 6

Question Type: MultipleChoice

A sales representative learns from a survey that a strategic customer has a low satisfaction score because they are using only some of the products in their contract.

What should the sales rep do first to improve customer satisfaction?

Options:

- A- Offer a comprehensive demo of the products to the customer.
- B- Encourage the customer to purchase additional products.
- C- Add the customer to an educational marketing campaign.

Answer:

C

Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm or annoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore their needs and challenges for potential additional solutions. Reference: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

Question 7

Question Type: MultipleChoice

How should a sales representative use a client profile during the sales process?

Options:

- A- To create messages that appeal to a broad audience
- B- To build a standard message to maximize return on investment (ROI)
- C- To tailor a message to meet a target audience's needs

Answer:

C

Explanation:

Tailoring a message to meet a target audience's needs is how a sales rep should use a client profile during the sales process. A client profile is a document that summarizes the characteristics, preferences, and behaviors of a specific segment or group of customers. A message is a communication or presentation that the sales rep delivers to the customers to persuade them to buy their product or service. Tailoring a message helps to show relevance, value, and differentiation to the target audience, as well as to capture their attention and interest.

Question 8

Question Type: MultipleChoice

A sales representative is working with a customer who has recently placed an order. The customer informs the sales rep that they have unique tax requirements.

How should the sales rep proceed to ensure a successful booking and fulfillment process?

Options:

- A- Acknowledge the tax requirements, but proceed with the standard process because the sales rep is unable to change company policies.
- B- Redirect the customer to address their tax requirements with the appropriate department internally within the company.
- C- Work closely with the relevant departments to address the tax requirements and ensure accurate order processing.

Answer:

C

Explanation:

According to the Salesforce Sales Representative Learning objectives, one of the skills that a sales rep should have is to ensure customer satisfaction through streamlined fulfillment and order management. This includes collaborating with internal teams to handle any special requests or requirements from the customer, such as tax, shipping, or billing issues. By working closely with the relevant departments, the sales rep can ensure that the customer's tax requirements are met and that the order is processed correctly. This will also help to avoid any delays, errors, or disputes that could affect the customer's experience and satisfaction. Reference:

[Sales Rep Training: Prepare Your Team to Sell Successfully], Unit 4: Manage the Order Process

Salesforce Certified Sales Representative Exam Guide, Section 5: Fulfillment and Order Management, Objective 5.2: Given a scenario, demonstrate how to handle special requests or requirements from the customer.

Question 9

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

C

Explanation:

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

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