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QUESTION 1

When a sales representative faces an objection, what is an effective first step to overcome it?

- A. Provide an additional demonstration based on the objection.
- B. Explain policies and procedures that solve the objection.
- C. Acknowledge the objection and ask follow-up questions.

Correct Answer: C

Acknowledging the objection and asking follow-up questions is an effective first step to overcome an objection from the customer. Acknowledging the objection helps to show empathy and respect for the customer's concerns, as well as to avoid confrontation or defensiveness. Asking follow-up questions helps to understand the root cause, scope, and impact of the objection, as well as to clarify any misunderstandings or misinformation. References:
<https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

QUESTION 2

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.

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

A sales representative wants to gain access to new buyers by leveraging people who are loyal to them, likely to recommend their solution, and well respected in their organization.

- A. Supportive
- B. Champion
- C. Favorable

Correct Answer: B

A champion is a type of customer who is loyal to the sales rep, likely to recommend their solution, and well respected in their organization. A champion can help the sales rep gain access to new buyers by influencing their decision-making process, providing referrals and testimonials, and advocating for the solution within their organization. References: <https://www.salesforce.com/resources/articles/sales-champion/#sales-champion-definition>

QUESTION 5

A sales representative has a prospect who is in discussions with multiple vendors about competing products. The sales rep is concerned the prospect might not remember the valuable benefits of the solution.

Which closure practice should the sales rep use to gain a commitment with this prospect?

- A. Assumptive
- B. Summary
- C. Takeaway

Correct Answer: B

A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the value proposition of the solution, highlighting how it

addresses the prospect's pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action.

References:

<https://www.salesforce.com/resources/articles/sales-process/#close>



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