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QUESTION 1

A sales representative wants to interact with prospects on platforms they use regularly.

Which approach should the sales rep take?

- A. Social selling
- B. Cold calling
- C. Lead nurturing

Correct Answer: A

Social selling is the approach that the sales rep should take to interact with prospects on platforms they use regularly. Social selling means using social media platforms (such as LinkedIn, Twitter, Facebook, etc.) to connect with prospects,

build relationships, and generate leads. Social selling helps to increase brand awareness, trust, and credibility, as well as to provide value and insights to prospects.

References:

<https://www.salesforce.com/resources/articles/social-selling/#social-selling-definition>

QUESTION 2

Which first step should a sales representative take to gain insight on potential customers?

- A. Conduct stakeholder interviews.
- B. Analyze data about customers.
- C. Create customer success plans.

Correct Answer: B

Analyzing data about customers is the first step that a sales rep should take to gain insight on potential customers. Data analysis is the process of collecting, processing, and interpreting information about customers using various sources and methods, such as CRM systems, web analytics, social media, surveys, etc. Data analysis helps to understand customers' demographics, behaviors, preferences, needs, etc., as well as to segment them into groups based on their similarities or differences. References: <https://www.salesforce.com/resources/articles/customer-analysis/#customer-analysis-definition>

QUESTION 3

A sales team knows the importance of building an accurate forecast.

Which foundational priority should be in place to help ensure data quality across teams?

- A. Collaboration



B. Pipeline visibility

C. Sales process

Correct Answer: C

Sales process is the foundational priority that should be in place to help ensure data quality across teams when building an accurate forecast. A forecast is a prediction or estimation of future sales revenue based on current and historical data. A sales process is a series of steps or stages that guide a sales rep from finding prospects to closing deals. Having a sales process helps to ensure data quality across teams by providing a common framework, language, and criteria for entering, updating, and reporting data in a consistent and reliable way.

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

A customer has questions about the features of one product they are evaluating.

What is the first step the sales representative should take to address this?

A. Supply product references.

B. Schedule new product demo.

C. Dispatch service technician.

Correct Answer: A

Supplying product references is the first step that the sales rep should take to address a customer's questions about the features of one product they are evaluating. Product references are testimonials or case studies from existing customers who have used the product and can vouch for its features and benefits. Product references help to answer questions, provide proof points, build trust and credibility, and influence purchase decisions. References: <https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition>



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