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QUESTION 1

What should a sales rep focus on when qualifying the prospect?

- A. Customer needs
- B. Product features
- C. Marketing goals

Correct Answer: A

Customer needs are what the sales rep should focus on when qualifying a prospect who visited a company's website and completed a form expressing interest in a product. Customer needs are the problems, challenges, goals, or desires that

the prospect has and that the product can address. Focusing on customer needs helps to understand the value proposition of the product, build rapport and trust with the prospect, and determine their fit and readiness for the product.

References:

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

QUESTION 2

A sales representative compiled research about a prospect. The sales rep is now ready to set up an initial collaboration session with the prospect.

Which session type should the sales rep hold with the prospect?

- A. Negotiation
- B. Renewal
- C. Discovery

Correct Answer: C

Discovery is the session type that the sales rep should hold with the prospect after compiling research about them. Discovery is the process of asking open-ended questions, listening actively, and uncovering the prospect's pain points, needs,

goals, and challenges. Discovery helps to build rapport, trust, and value with the prospect, as well as to qualify them as a potential customer.

References:

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

QUESTION 3



How can a sales representative begin a confirming question?

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

Correct Answer: B

"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.

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

QUESTION 4

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

- 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

Correct Answer: C

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 5

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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