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QUESTION 1

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 2

A new sales representative is struggling to fill the top of their sales funnel.

What is the potential benefit of revisiting dead opportunities?

A. To gain customer feedback and improve their approach

B. To determine if the customer needs have changed

C. To see it new decision makers are available

Correct Answer: B

Determining if the customer needs have changed is a potential benefit of revisiting dead opportunities. Dead opportunities are prospects who did not buy the product for various reasons, such as budget, timing, or fit. Revisiting dead

opportunities can help to identify if their situation has changed, if their pain points have increased, or if they are more open to considering the product again.

References:

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

QUESTION 3

A sales representative qualifies a prospect before moving to the next stage of the sales process.

What key factors should a sales rep consider when assessing the probability of winning the business?

A. Social media presence, website design, and customer reviews

B. Location, number of employees, and market segment

C. Approved budget, authority, business need, and timing

Correct Answer: C

Approved budget, authority, business need, and timing are key factors that the sales rep should consider when assessing the probability of winning the business. These factors are also known as BANT criteria, which are used to qualify a prospect as a potential customer. Approved budget means that the prospect has enough money to buy the product. Authority means that the prospect has the power or influence to make a purchase decision. Business need means that the prospect has a problem or challenge that the product can solve. Timing means that the prospect is ready or willing to buy within a reasonable time frame. References: https://www.salesforce.com/resources/articles/sales-process/#qualify

QUESTION 4

In addition to learning more about customers, what does customer-centric discovery allow a sales representative to do?

A. Present pricing and contracts as quickly as possible.

B. Pitch a product regardless of the customer\\'s need.

C. Co-create strategies based on confirmed challenges.

Correct Answer: C

Co-creating strategies based on confirmed challenges is what customer-centric discovery allows a sales rep to do, in addition to learning more about customers. Customer-centric discovery is the process of asking questions and listening to customers to understand their situation, needs, goals, and challenges. Co-creating strategies means working with customers to design and propose solutions that can address their confirmed challenges and deliver value and outcomes. Co-creating strategies helps to build trust and rapport, demonstrate expertise and differentiation, and influence purchase decisions.

QUESTION 5

What is the desired outcome of an upsell proposal?

A. To optimize existing product offerings

B. To decrease customer churn rate

C. To maintain current agreement during a renewal

Correct Answer: A

The desired outcome of an upsell proposal is to optimize existing product offerings by selling more features or services to an existing customer. Upselling helps to increase customer satisfaction, loyalty, and retention by providing them with

more value and benefits from the product. Upselling also helps to increase revenue and profitability for the sales rep and the company.

References:

https://www.salesforce.com/resources/articles/upselling/#upselling-definition

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