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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

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 using elicitation techniques to gain a better understanding of their customer's business strategies, goals, initiatives, and challenges.

What are three elicitation techniques the sales rep should use?

- A. Processing, pace analysis, and perseverance
- B. Brainstorming, observation, and surveys
- C. Developing, testing, and implementation

Correct Answer: B



Brainstorming, observation, and surveys are three elicitation techniques that the sales rep should use to gain a better understanding of their customer's business strategies, goals, initiatives, and challenges. Elicitation is the process of gathering information from various sources using different methods. Brainstorming is a technique that involves generating ideas or solutions through creative thinking and collaboration. Observation is a technique that involves watching or monitoring how customers perform their tasks or use their products. Surveys are a technique that involves collecting feedback or opinions from customers using structured questions or scales. References: <https://trailhead.salesforce.com/en/content/learn/modules/sales-representative-certification-prep/sales-representative-certification-prep-prepare-for-your-exam>

QUESTION 4

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 5

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>



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