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QUESTION 1

How many days are recommended between calls when reaching out to contacts at strategic accounts?

- A. Two business days
- B. Four business days
- C. Twenty-five business days

Correct Answer: B

Four business days is the recommended number of days between calls when reaching out to contacts at strategic accounts. A strategic account is a high-value account that has a significant impact on the sales rep's revenue, growth, and

reputation. Four business days is a reasonable interval that allows the sales rep to maintain communication, engagement, and momentum with the contacts, as well as to avoid being too pushy or annoying.

References:

<https://www.salesforce.com/resources/articles/account-management/#account-management-best-practices>

QUESTION 2

A sales representative is having a difficult conversation with a customer who is delaying making a decision to move forward without providing much detail.

What should the sales rep do to uncover why the customer is delaying the decision?

- A. Highlight the benefits of the product to the customer.
- B. Ask pointed questions to identify customer interests.
- C. Discuss the customer's concerns with their internal team.

Correct Answer: B

Asking pointed questions to identify customer interests is what the sales rep should do to uncover why the customer is delaying the decision. Pointed questions are questions that are direct, specific, and focused on a particular topic or issue.

Pointed questions help to get to the core of the customer's hesitation, concerns, or objections, as well as to provide relevant information or solutions that can persuade them to take action.

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

QUESTION 3

A sales representative is preparing a presentation to showcase the value proposition of their solution to a prospect.



What should be the main objective of this presentation?

- A. To provide an in-depth analysis of the prospect's competitors and market trends
- B. To build credibility with the prospect using their public speaking skills and professional appearance
- C. To communicate how the solution addresses the prospect's pain points and needs, and delivers tangible return on investment (ROI)

Correct Answer: C

The main objective of a value proposition presentation is to show the prospect how the solution can solve their problems, fulfill their needs, and provide them with benefits that outweigh the costs. A value proposition presentation should

highlight the unique features and advantages of the solution, as well as quantify the expected outcomes and ROI for the prospect.

References:

<https://www.salesforce.com/resources/articles/value-proposition/#value-proposition-presentation>

QUESTION 4

A sales representative wants to avoid getting a price objection during a meeting near the end of the sales cycle.

Which strategy helps minimize price challenges?

- A. Showing a competitor pricing matrix during the meeting.
- B. Presenting a discount at the beginning of the conversation.
- C. Building in value-based conversation from the beginning.

Correct Answer: C

Building in value-based conversation from the beginning is a strategy that helps minimize price challenges by focusing on how the solution can deliver value to the customer rather than on how much it costs. Value-based conversation

involves asking open-ended questions, listening actively, understanding the customer's pain points and needs, and presenting tailored solutions that address them.

References:

<https://www.salesforce.com/resources/articles/value-selling/#value-selling-tips>

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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