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QUESTION 1

A sales representative receives an objection and encourages the customer to elaborate on their hesitation and responses.

Which type of questions are they leveraging?

- A. Change
- B. Clarifying
- C. Confirming

Correct Answer: B

Clarifying questions are the type of questions that the sales rep is leveraging when they encourage the customer to elaborate on their hesitation and responses. Clarifying questions are questions that help to understand, verify, or confirm the information or meaning of what the customer says. Clarifying questions help to avoid confusion, misunderstanding, or miscommunication, as well as to provide relevant information or solutions. References: <https://www.salesforce.com/resources/articles/sales-questions/#sales-questions-types>

QUESTION 2

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 3

A sales representative clarifies how a specific customer will benefit from the solution proposed.

Which part of a solution unit is the sales rep using?

- A. Application
- B. Fact
- C. Benefit



Correct Answer: C

A benefit is a part of a solution unit that clarifies how a specific customer will benefit from the solution proposed. A benefit is the value or advantage that the solution provides to the customer, such as saving time, money, or effort, or increasing

productivity, quality, or satisfaction. A benefit should be specific, measurable, and relevant to the customer's pain points and needs.

References:

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

QUESTION 4

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 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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