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QUESTION 1

Leadership at Universal Containers is pressuring sales representatives to maintain a healthy pipeline, Which best practice can the sales reps use to satisfy management?

- A. Rely on marketing to identify and qualify inbound deals.
- B. Keep dead deals open and move the next touchpoint dates forward.
- C. Routinely scrub pipeline records and consistently disposition deals.

Correct Answer: C

Routinely scrubbing pipeline records and consistently dispositioning deals is a best practice that the sales reps can use to satisfy management and maintain a healthy pipeline. Scrubbing pipeline records means reviewing and updating the status, accuracy, and quality of the opportunities in the pipeline. Dispositioning deals means moving the opportunities to the next stage, closing them as won or lost, or removing them from the pipeline. These practices help to ensure that the pipeline reflects the reality of the sales situation, as well as to identify and prioritize the most promising opportunities.

References: <https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline-management>

QUESTION 2

A sales representative just closed a deal and wants to make sure the customer is set up for success.

How can the sales rep ensure the customer has a great experience with the product?

- A. Share other customer success stories.
- B. Recommend additional products and services.
- C. Provide timely support and training.

Correct Answer: C

Providing timely support and training is one of the best ways to ensure the customer has a great experience with the product. Support and training help the customer to use the product effectively, efficiently, and confidently, as well as to

troubleshoot any issues or challenges they may encounter. Support and training also help to build trust, loyalty, and retention with the customer.

References:

<https://www.salesforce.com/resources/articles/customer-service/#customer-service-tips>

QUESTION 3

Which sales quota measurement focuses on the end result rather than the relationship with the customer?

- A. Lead conversion rate
- B. Calls made



C. Onsite visits

Correct Answer: B

Calls made is a sales quota measurement that focuses on the end result rather than the relationship with the customer. A sales quota is a target or goal that a sales rep has to achieve within a specific time period. Calls made is a measure of how many calls a sales rep makes to prospects or customers in order to generate leads, opportunities, or sales. Calls made is an activity-based measure that reflects the quantity or volume of the sales rep's efforts, rather than the quality or value of their interactions with the customer. References: <https://www.salesforce.com/resources/articles/sales-quota/#sales-quota-types>

QUESTION 4

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 5

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 if 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>

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