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QUESTION 1

After a sales representative presents a value proposition to customers, they raise some objections. The sales rep understands their reasoning and negative emotional reaction.

Which step should the sales rep take next to address these objections?

- A. Ask questions to determine if they can get the deal back on track.
- B. Stand by the solution and point out their misunderstanding.
- C. Compare risks and benefits using features, advantages, and benefits (FAB).

Correct Answer: A

Asking questions to determine if they can get the deal back on track is the next step that the sales rep should take to address the objections from the customers after understanding their reasoning and negative emotional reaction. Asking questions helps to understand the root cause, scope, and impact of the objections, as well as to show empathy and respect for the customers' concerns. Asking questions also helps to clarify any misunderstandings, provide relevant information, and propose solutions that address the objections. References:

<https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

QUESTION 2

Universal Containers (UC) is starting its third fiscal quarter and wants to ensure its sales representatives' territory plans will be successful.

Which activity should UC and its sales reps review mid-year to ensure success?

- A. Survey the sales team and get recommendations.
- B. Change plans to provide a fresh view on each account.
- C. Assess prospect and account quality to prioritize leads.

Correct Answer: C

Assessing prospect and account quality to prioritize leads is an activity that can help ensure sales success mid-year by focusing on the most promising opportunities and allocating resources accordingly. Assessing prospect and account

quality involves evaluating factors such as fit, interest, urgency, and authority, and ranking leads based on their likelihood and readiness to buy.

References:

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

QUESTION 3

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 4

A sales representative is in the closing stages of a deal and wants to summarize the benefits their solution provides to the customer.

What should the sales rep use to build their business case?

- A. Value map
- B. Contract review
- C. Feature list

Correct Answer: A

A value map is a tool that can be used to build a business case by summarizing the benefits that the solution provides to the customer. A value map shows how the solution aligns with the customer's strategic objectives, key performance

indicators (KPIs), pain points, and needs. A value map also quantifies the expected outcomes and return on investment (ROI) for the customer.

References:

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

QUESTION 5

What measure will yield the most actionable information about an organization's territory model success?

- A. Organization-defined key metric
- B. Annualized Contract Value
- C. Pipeline

Correct Answer: A

An organization-defined key metric is a measure that will yield the most actionable information about an organization's



territory model success. An organization-defined key metric is a specific and relevant indicator that reflects how well the territory model is aligned with the organization's goals and strategies, such as market share, customer satisfaction, revenue growth, etc. An organization-defined key metric helps to evaluate performance, identify gaps and opportunities, and optimize results. References: <https://www.salesforce.com/resources/articles/sales-territory-management/#sales-territory-management-metrics>

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