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QUESTION 1

A company is struggling to acquire new customers. After careful analysis, it realizes its value proposition is not resonating with potential customers, so it develops a new value proposition.

Which metric should the company use to track the effectiveness of the new value proposition?

- A. Lead quality score
- B. Customer satisfaction score
- C. Lead conversion rate

Correct Answer: C

Lead conversion rate is a metric that the company should use to track the effectiveness of the new value proposition. A value proposition is a statement that summarizes how the product can solve the customer's problems, fulfill their needs,

and provide them with benefits that outweigh the costs. Lead conversion rate is a measure of how many leads (prospects who have shown interest in the product) become customers (prospects who have bought the product). Lead conversion

rate helps to evaluate how well the value proposition resonates with potential customers and influences their purchase decisions.

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

QUESTION 2

A sales representative presents a solution and the customer is interested in moving forward.

How can the sales rep gain the customer's commitment and close the deal?

- A. Negotiate to finalize the contract.
- B. Propose and schedule an additional demo.
- C. Develop a roadmap with complementary products.

Correct Answer: A

Negotiating is the final stage of the sales process, where the sales rep and the customer agree on the terms and conditions of the deal. Negotiating helps to overcome any remaining objections, address any concerns, and close the deal with mutual satisfaction. References: <https://www.salesforce.com/resources/articles/sales-process/#negotiate>

QUESTION 3

What are the four elements of emotional intelligence?

- A. Plan, engage, execute, and close



- B. Discover, define, design, and deliver
- C. Self-awareness, self-management, empathy, and skilled relationships

Correct Answer: C

Self-awareness, self-management, empathy, and skilled relationships are the four elements of emotional intelligence. Emotional intelligence is the ability to understand and manage one's own emotions and those of others. Emotional intelligence helps to improve communication, collaboration, and influence in sales.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/emotional-intelligence/emotional-intelligence-introduction>

QUESTION 4

When a sales representative faces an objection, what is an effective first step to overcome it?

- A. Provide an additional demonstration based on the objection.
- B. Explain policies and procedures that solve the objection.
- C. Acknowledge the objection and ask follow-up questions.

Correct Answer: C

Acknowledging the objection and asking follow-up questions is an effective first step to overcome an objection from the customer. Acknowledging the objection helps to show empathy and respect for the customer's concerns, as well as to avoid confrontation or defensiveness. Asking follow-up questions helps to understand the root cause, scope, and impact of the objection, as well as to clarify any misunderstandings or misinformation. References: <https://www.salesforce.com/resources/articles/sales-objections/#sales-objections-handling>

QUESTION 5

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 6



A customer has questions about the features of one product they are evaluating.

What is the first step the sales representative should take to address this?

- A. Supply product references.
- B. Schedule new product demo.
- C. Dispatch service technician.

Correct Answer: A

Supplying product references is the first step that the sales rep should take to address a customer's questions about the features of one product they are evaluating. Product references are testimonials or case studies from existing customers who have used the product and can vouch for its features and benefits. Product references help to answer questions, provide proof points, build trust and credibility, and influence purchase decisions. References: <https://www.salesforce.com/resources/articles/customer-stories/#customer-stories-definition>

QUESTION 7

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 8

What should the sales rep focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements?

- A. Industry
- B. Business
- C. People



Correct Answer: C

People are what the sales rep should focus on to create and maintain a trusted connection that supports the customer's strategic priorities and requirements. People are the individuals or groups who are involved in or affected by the customer's business decisions, such as stakeholders, decision makers, influencers, end users, etc. Focusing on people helps to understand their roles, needs, goals, preferences, and emotions, as well as to build rapport, trust, and loyalty with them.

QUESTION 9

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 10

A sales representative is engaging in a discovery conversation with a prospect.

Which approach should the sales rep take during this conversation?

- A. Ask open-ended questions to understand the prospect's challenges and goals.
- B. Present the history and innovation of their company in bringing new products to market.
- C. Share the information gathered from online research about the customer's company.

Correct Answer: A

Asking open-ended questions to understand the prospect's challenges and goals is the approach that the sales rep should take during a discovery conversation with a prospect. A discovery conversation is a conversation that helps to uncover information about the prospect's situation, needs, pain points, and objectives. Asking open-ended questions is an effective way to elicit detailed and meaningful responses from the prospect, as well as to show interest and empathy for their challenges and goals.



QUESTION 11

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 12

How does a sales representative determine if a customer might be a valid prospect for the product?

- A. Review the customer's website and tell the prospect that the product will solve their problems.
- B. Understand the customer's pain points and what they attempted in the past that was unsuccessful.
- C. Uncover what the customer is planning to do and the executive staff's purchasing preferences.

Correct Answer: B

Understanding the customer's pain points and what they attempted in the past that was unsuccessful is a way to determine if a customer might be a valid prospect for the product. This helps to identify the customer's needs, challenges, goals,

and motivations, as well as to assess their fit and readiness for the product. This also helps to position the product as a solution that can address their pain points and provide value.

References: <https://www.salesforce.com/resources/articles/sales-process/#qualify>

QUESTION 13

A sales representative wants to drive the adoption of a new product with a customer.

How should the sales rep address the customer's question: "What's in it for me?"

- A. Offer a product sample.



- B. Articulate the business value.
- C. Provide product documentation.

Correct Answer: B

Articulating the business value is how the sales rep should address the customer's question: "What's in it for me?" Business value is the benefit or advantage that the product provides to the customer in terms of improving their situation,

solving their problems, fulfilling their needs, or achieving their goals. Articulating the business value helps to show the customer how the product can help them succeed and grow.

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

QUESTION 14

A sales representative has a customer who is indecisive about the proposed solution and hesitant to close the contract.

How should the sales rep convince the customer to find the solution invaluable and close the contract?

- A. Offer promotional discounts.
- B. Bundle additional products.
- C. Extend a free trial.

Correct Answer: A

Offering promotional discounts is a way to convince an indecisive customer to find the solution invaluable and close the contract by creating a sense of urgency, exclusivity, and reciprocity. Promotional discounts can motivate the customer to act quickly before they miss out on a good deal, as well as make them feel special and appreciated for choosing your solution. References: <https://www.salesforce.com/resources/articles/sales-promotion/#sales-promotion-examples>

QUESTION 15

A sales representative is working to understand a prospect's pain points, desired outcomes, and emotional drivers.

In which phase of the sales process is this deal?

- A. Connect
- B. Create
- C. Collaborate

Correct Answer: B

Create is the phase of the sales process where this deal is when the sales rep is working to understand a prospect's pain points, desired outcomes, and emotional drivers. Create is the phase where the sales rep presents and demonstrates how their product can address the prospect's pain points and needs, and deliver tangible benefits and outcomes. Create is also where the sales rep builds rapport and trust with the prospect by showing empathy and understanding of their emotional drivers. References: <https://www.salesforce.com/resources/articles/sales->



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