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Salesforce Certified Sales Foundations

Salesforce Sales-101

Version Demo

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Topic Break Down

Topic	No. of Questions
Topic 1, Planning	19
Topic 2, Discovery	39
Topic 3, Customer Engagement	46
Topic 4, Deal Management	34
Topic 5, Forecasting	5
Total	143

QUESTION NO: 1

A junior sales representative engages with key accounts to understand their pain points, current solutions, and future goals.

Which skill is the sales rep growing?

A. Product knowledge

B. Business acumen

C. Sales acumen

ANSWER: B

Explanation:

Business acumen is the skill of understanding a customer's business context: its strategic priorities, market pressures, operational challenges, existing approach, and desired outcomes. By engaging key accounts in conversations about pain points, current solutions, and future goals, the sales representative develops the insight needed to connect a proposed solution to meaningful business value. This goes beyond knowing product features; it requires learning how the customer operates, what success looks like for them, and which issues are most important to address.

Strong business acumen helps a representative ask more relevant discovery questions, communicate in the customer's language, and position recommendations around outcomes rather than simply describing capabilities. It also supports credibility and trust with stakeholders because the rep demonstrates preparation, curiosity, and a genuine understanding of the account's priorities. Salesforce's sales learning content emphasizes researching customers, identifying their needs, and tailoring value conversations to help establish and maintain productive account relationships. See Salesforce Trailhead's Sales Rep Training module and its guidance on preparing a team to sell successfully.

QUESTION NO: 2

A sales representative works at a heavily siloed company and is unable to gather insights for renewals.

How should the sales rep improve data integrity in the pipeline working across silos?

A. Offer customer discounts toexpedite the sale.

B. Log in as the customer to review their data.

C. Collaborate with other customer-facing teams.

ANSWER: C

Explanation:

Collaborate with other customer-facing teams is correct because useful renewal data is typically created across the full customer lifecycle, not solely by the account-owning sales representative. Service and support teams can identify unresolved issues, case trends, and satisfaction signals; customer success or product teams can contribute adoption and usage context; and marketing teams may have engagement information. Bringing these inputs together gives the sales representative a more complete, consistent, and current account record. That unified view helps ensure renewal opportunities reflect the customer's actual health, needs, risks, stakeholders, and timing rather than incomplete information held within one department.

Collaboration should include a shared process for documenting material customer interactions and renewal-relevant updates in the CRM. Consistent records improve the quality of pipeline reporting and forecasting, while allowing the seller to identify risks early and coordinate an appropriate renewal plan. Salesforce emphasizes the value of maintaining accurate customer information and using a connected view of customer interactions to support productive sales work. See Salesforce Trailhead's Sales Rep Training and Salesforce's data quality guidance.

QUESTION NO: 3

A sales representative is negotiating with a customer to renew their agreement. Historically, the customer has been unwilling to purchase additional products due to cost concerns.

Which type of strategy should the sales rep use?

A. Competitor-based pricing

B. Bundle pricing

C. Price skimming

ANSWER: B

Explanation:

Bundle pricing is the appropriate strategy because it packages complementary products or services together at a combined price that represents greater value than purchasing each item separately. In a renewal discussion, the representative can connect the bundle directly to the customer's existing goals, showing how the additional products solve related needs while making the overall investment easier to justify. This is particularly useful when cost has been a recurring concern: the conversation can focus on total value, savings, convenience, and the business outcomes obtained from an integrated solution rather than on the standalone price of each additional product.

Salesforce's sales training emphasizes using discovery and value-based negotiation to align a proposed solution with customer needs. A thoughtfully constructed bundle supports that approach by giving the representative a practical way to expand the solution while offering a more compelling commercial package. The representative should clearly communicate what is included, quantify savings when possible, and confirm that the combined offering addresses priorities identified during the renewal process. See Salesforce Trailhead's Negotiate and Close module and its guidance on closing the deal.

QUESTION NO: 4

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 aboutthe customer ' s company.

ANSWER: A

Explanation:

Ask open-ended questions to understand the prospect ' s challenges and goals. This is the right approach because discovery is a buyer-focused conversation intended to build an accurate understanding of the prospect's current situation, desired outcomes, business priorities, and obstacles. Open-ended questions encourage the prospect to provide detail in their own words rather than limiting them to a short yes-or-no response. This gives the sales representative meaningful context for identifying needs, clarifying the impact of challenges, and connecting a potential solution to outcomes the prospect values.

Effective discovery also depends on active listening and thoughtful follow-up questions. After a prospect describes a goal or pain point, the representative can explore its significance, who is affected, how success is measured, and what may happen if the issue remains unresolved. That consultative approach helps establish trust because the representative demonstrates genuine curiosity about the prospect's business rather than prematurely directing the conversation toward a product. Salesforce's sales guidance emphasizes researching customers, asking questions, listening carefully, and focusing on customer needs throughout the sales process. See Salesforce Trailhead: Discover Customer Needs and Salesforce: Sales Discovery Questions.

QUESTION NO: 5

In the context of deal management, why is it important for asales representative to earn a deeper level of trust and access to decision makers within the customer's organization?

A. To enhance the sales rep's understanding of the customer's needs

B. To increase the sales rep's personal network and influence

C. Togain access to information about the customer's competitors

ANSWER: A

Explanation:

To enhance the sales rep's understanding of the customer's needs is correct because effective deal management depends on discovering the customer's business context from the people who can define priorities, assess value, and approve change. Trust encourages decision makers to share candid information about their goals, challenges, desired outcomes, constraints, and decision criteria. That deeper discovery lets the representative connect the proposed solution to meaningful business value rather than relying on assumptions or a generic product pitch.

Access to decision makers also enables the representative to validate that the opportunity is aligned with the organization's real priorities and to adapt the sales approach as requirements or stakeholder concerns emerge. In this way, trust is not merely a relationship objective; it improves the quality of qualification, value messaging, and next-step planning throughout the deal. Salesforce's sales-representative learning materials emphasize building effective selling habits around understanding customers and creating value, while its sales-process guidance highlights discovery and engagement with the right stakeholders. See Sales Rep Training: Create Effective Selling Habits and Sales Process Guide.

QUESTION NO: 6

When assessing the risks and opportunities of a deal, why is it important to consider the duration of a contract?

A. Longer contracts increase cash flow predictability.

B. Longer contracts increase flexibility on delivery timescales.

C. Shorter contracts increase leverage for negotiation.

ANSWER: A

Explanation:

Longer contracts increase cash flow predictability because they establish a committed revenue period and a clearer schedule for expected customer payments. When a seller knows that a customer is contracted for a longer term, the seller can more reliably forecast revenue, plan account coverage, allocate delivery resources, and assess the likely lifetime value of the relationship. This makes contract length an important part of evaluating a deal's commercial opportunity, alongside price, payment terms, scope, and renewal potential.

Contract duration also supports a more stable customer relationship by creating time for the seller to deliver outcomes, demonstrate ongoing value, and build trust with stakeholders. Those factors can strengthen retention and make future expansion or renewal discussions more predictable. From a sales-planning perspective, recurring and committed revenue is especially valuable because it improves visibility into the pipeline and future business performance. Salesforce describes forecasting as using sales data and pipeline information to project future revenue, and longer-term commitments provide a stronger basis for those projections. Learn more at Salesforce Sales Forecasting and Salesforce Contract Management.

QUESTION NO: 7

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... '

ANSWER: B

Explanation:

“What I hear you saying is...” is an effective way to begin a confirming question because it restates the customer’s message in the sales representative’s own words and invites the customer to verify that interpretation. Confirming questions are used during active listening to ensure the representative has accurately understood the customer’s needs, priorities, concerns, or intended meaning before moving forward with a recommendation. For example, after a customer describes challenges with manual reporting, a representative might say, “What I hear you saying is that your team needs faster access to reliable pipeline data—is that right?” This approach demonstrates attention and empathy while giving the customer an easy opportunity to correct or refine the representative’s understanding. Accurate confirmation is particularly valuable in discovery conversations because sales recommendations should be grounded in the customer’s stated business outcomes rather than assumptions. Salesforce describes confirming questions as questions that check understanding of what a customer has said and supports meaningful, customer-focused sales conversations. Learn more in Salesforce’s guide to sales question types and its overview of sales discovery.

QUESTION NO: 8

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

ANSWER: C

Explanation:

Building in value-based conversation from the beginning helps minimize price challenges because it establishes the customer’s desired business outcomes, problems, priorities, and definition of success before price becomes the central topic. The sales representative can use discovery to understand the customer’s specific situation, quantify the impact of current pain points where possible, and connect the solution’s capabilities to outcomes the customer considers meaningful. Throughout the sales cycle, the representative should reinforce that connection by tailoring conversations, demonstrations, and proposals to the customer’s stated needs.

When buyers can clearly see how a solution addresses an important problem, improves a process, reduces risk, or supports a strategic goal, they are better positioned to evaluate the purchase in terms of overall value rather than initial cost alone. This does not mean avoiding a transparent pricing conversation; it means ensuring that price is considered in the context of expected benefits and business impact. Salesforce describes value selling as focusing on the value a product or service provides to customers and aligning the sales conversation with their needs. See Salesforce: What Is Value Selling? and Salesforce Trailhead sales representative training.

QUESTION NO: 9

Which behavior should a sales representative display to establish credibility with a customer?

A. Be sincere and transparent, even if it means losing a sale.

B. Review the proposal and potential discount structures.

C. Reiterate product info when there is hesitancy to move forward.

ANSWER: A

Explanation:

“Be sincere and transparent, even if it means losing a sale.” is the behavior that establishes credibility because trust depends on a customer believing that the sales representative is honest, acts ethically, and places the customer’s needs ahead of short-term revenue. Transparency includes clearly communicating product capabilities, limitations, pricing considerations, and whether the offering is genuinely a good fit. A representative who is willing to recommend against a purchase when it does not serve the customer demonstrates integrity and a customer-centric approach. That consistency makes future guidance more believable, strengthens the relationship, and supports durable outcomes such as retention, loyalty, and referrals. Salesforce’s sales learning materials emphasize building trusted customer relationships through empathy, active listening, and providing value throughout the buying process. These behaviors help representatives earn the right to advise rather than merely promote. Credibility is therefore established through authentic, candid communication and sound judgment—not simply by advancing a transaction. See Salesforce Trailhead’s sales learning resources at Learn About Salesforce Sales Cloud and Salesforce’s guidance on relationship-based selling at Relationship Selling.

QUESTION NO: 10

A sales representative is working with a customer who has recently placed an order. The customer informs the sales rep that they have unique tax requirements.

How shouldthe sales rep proceed to ensure a successful booking and fulfillment process?

A. Acknowledge the tax requirements, but proceed with the standard process because the sales rep is unable to change company policies.

B. Redirect the customer to address their tax requirements with the appropriate department internally within the company.

C. Work closely with the relevant departments to address the tax requirements and ensure accurate order processing.

ANSWER: C

Explanation:

Work closely with the relevant departments to address the tax requirements and ensure accurate order processing. is correct because tax treatment can directly affect order booking, invoicing, fulfillment, and compliance. When a customer identifies unique requirements, the sales representative should take ownership of coordinating the appropriate internal review rather than treating the matter as a routine order detail. This commonly includes engaging teams such as tax, finance, legal, order management, and billing, depending on the organization’s processes and the nature of the requested treatment. Working collaboratively ensures that required documentation, exemptions, registrations, tax calculations, and billing instructions are validated before the order moves through downstream processes. It also helps set clear expectations with the customer about any information needed and avoids preventable delays, invoice corrections, or fulfillment issues. Salesforce emphasizes that sales processes can involve cross-functional teams and standardized workflows to support accurate customer and business outcomes. For context on using coordinated processes and approvals in Salesforce, see Salesforce Approval Processes Overview. For guidance on managing orders and downstream fulfillment-related records, see Salesforce Orders Overview.

QUESTION NO: 11

A sales representative is having a difficult time identifying the root cause of their customer's issue. Thesales rep knows they need to first acknowledge the customer's experience and perspective.

What is the recommended action the sales rep should take next?

A. Provide a product demo.

B. Show empathy.

C. Make recommendations.

ANSWER: B

Explanation:

Show empathy. is the appropriate next action because acknowledging a customer's experience establishes that the sales representative has heard the customer; empathy then demonstrates genuine understanding of how the issue affects that customer. The representative should communicate care, recognize the customer's frustration or business impact, and create a supportive environment before moving into discovery or possible solutions. This response helps the customer feel respected and understood, which can reduce tension and build the trust needed for an open conversation about the underlying cause. Empathy is not merely expressing sympathy; it means actively seeking to understand the customer's perspective and reflecting that understanding in the interaction. Once the customer feels heard and supported, the representative is better positioned to ask clarifying questions, uncover needs, and guide the customer toward an effective resolution. Salesforce emphasizes building trusted customer relationships through human-centered, customer-focused engagement, including listening carefully and responding to customer needs with understanding. See Salesforce's guidance on customer empathy and its Trailhead learning platform for customer-engagement learning resources.

QUESTION NO: 12

A sales representative wants to highlight a customer's return on their investment.

Which type of analysis should the sales rep use to show this?

A. Root cause analysis

B. Cost benefit analysis

C. SWOT analysis

ANSWER: B

Explanation:

Cost benefit analysis is the appropriate method for demonstrating a customer's return on investment because it puts the expected financial benefits of a solution alongside its total costs. A sales representative can identify measurable value drivers such as increased revenue, higher seller productivity, time saved through automation, reduced operating expense, or avoided costs. Those projected gains can then be compared with costs such as subscription fees, implementation, training, and ongoing administration. This gives the customer a defensible business case and enables calculations such as net benefit, payback period, and ROI: net benefit divided by investment cost. Presenting the analysis in the customer's own business metrics helps connect product capabilities to outcomes that matter to decision-makers, rather than focusing only on features. Salesforce emphasizes quantifying the value that its solutions can create through its ROI calculator, which is designed to estimate business impact and return. This approach also aligns with Salesforce's focus on helping organizations use sales technology to improve efficiency, customer engagement, and revenue performance, as described on the Salesforce Sales product page.

QUESTION NO: 13

A sales representative is assigned to high-value prospects.

What can the sales rep do to gain their interest?

A. Identify potential trigger events as the reason to reach out to prospects.

B. Connect with customers associated with the prospect on social media.

C. Focus on personal details when communicating with the prospect.

ANSWER: A

Explanation:

Identify potential trigger events as the reason to reach out to prospects is the strongest way for a sales representative to earn the attention of high-value prospects. A trigger event is a meaningful business change or development—such as a

funding round, executive appointment, expansion into a new market, merger, product launch, or stated strategic initiative—that may create a timely need for help. Using such an event to shape outreach demonstrates that the representative has researched the prospect's business and can connect the conversation to an immediate, relevant priority.

This approach supports value-based prospecting rather than generic outreach. The representative can reference the event briefly, explain the likely business challenge or opportunity it introduces, and offer a specific point of view about how their solution may help. That relevance makes the message more credible and gives the prospect a practical reason to engage. Salesforce's guidance on lead generation emphasizes researching prospects and using timely, personalized approaches to start productive sales conversations. See Salesforce's lead generation guide and Salesforce Trailhead guidance on identifying prospects.

QUESTION NO: 14

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.

ANSWER: C

Explanation:

Assess prospect and account quality to prioritize leads is the appropriate mid-year review activity because a territory plan must remain focused on the customers and opportunities with the greatest potential to produce revenue. By the third fiscal quarter, representatives have more evidence than they had during initial planning: account engagement, fit with the ideal customer profile, buying signals, open opportunities, stakeholder access, and expected timing. Reviewing that information lets managers and representatives rank prospects and accounts according to likely value and likelihood to convert, then concentrate limited selling time on the right work.

This review also supports practical territory-plan adjustments without abandoning the plan's strategic purpose. Representatives can identify high-potential accounts needing additional coverage, determine which prospects should be nurtured rather than actively pursued, and align account actions to current pipeline priorities. Salesforce describes lead qualification as evaluating whether a prospect is a good fit and has buying potential, which helps sales teams direct effort toward stronger opportunities. Salesforce's sales-planning guidance likewise emphasizes using data and ongoing planning to focus teams on revenue objectives. See Salesforce: Lead Qualification and Salesforce: Sales Planning.