Exam : Salesforce-Sales-Representative-JPN

Title : Salesforce Certified Sales Representative (Salesforce-Sales-Representative日本語版)

Vendor : Salesforce

Version : DEMO

QUESTION NO: 1
営業担当者が提案を提示した後、顧客は懸念事項の１つとして投資収益率を挙げます。
これはどの異議申し立てのカテゴリに分類されますか?
A. 要件
B. 信頼
C. 価格
Answer: C
Explanation:
Price objections are related to the customer's perception of the value of the solution and their ability or willingness to pay for it. Return on investment (ROI) is a measure of the value that the solution provides in relation to its cost. If the customer is concerned about ROI, it means they are not convinced that the solution is worth the price or that they can afford it. The sales representative should addressthis objection by demonstrating the value proposition of the solution, highlighting the benefits and outcomes that the customer can expect, and showing how the solution can help the customer achieve their goals and solve their problems.
The sales representative should also explore the customer's budget and decision-making process, and offer flexible payment options or discounts if possible. References: Certification - Sales Representative - Trailhead,
[Sales Rep Training: Create Effective Selling Habits - Trailhead]

QUESTION NO: 2
営業担当者には、競合製品について複数のベンダーと話し合っている見込み顧客がいます。
営業担当者は、見込み顧客がソリューションの貴重な利点を覚えていないのではないかと懸念しています。
この見込み顧客との契約を獲得するには、営業担当者はどのクロージャ手法を使用する必要がありますか?
A. 仮定
B. 概要
C. テイクアウト
Answer: B
Explanation:
A summary is a closure practice that the sales rep should use to gain a commitment with a prospect who is in discussions with multiple vendors. A summary is a concise recap of the valueproposition of the solution, highlighting how it addresses the prospect's pain points and needs, and delivers tangible benefits and outcomes. A summary helps to reinforce the value of the solution, differentiate it from competitors, and persuade the prospect to take action.References:https://www.salesforce.com/resources/articles/sales-process
/#close

QUESTION NO: 3
営業担当者はマーケティングとどのように連携してパイプラインの健全性を改善できるでしょうか?
A. 質の高いリードを定義する行動と属性に焦点を当てます。
B. 見込み客のプロフィールの範囲を広げます。

C. チャネルの数を拡大して、より多くの見込み客にアプローチします。

Answer: A

Explanation:

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce salescycles, and optimize resources.References:https://www.salesforce.com/resources /articles/lead-generation/#lead-generation-strategies

QUESTION NO: 4

営業担当者は顧客と契約を更新するために交渉しています。これまで、顧客はコストを懸念して追加の製品を購入することに消極的でした。

営業担当者はどのタイプの戦略を使用する必要がありますか?

A. 競合他社に基づいた価格設定

B. バンドル価格

C. 価格スキミング

Answer: B

Explanation:

A type of strategy that the sales rep should use when negotiating with a customer who has been unwilling to purchase additional products due to cost concerns is bundle pricing. Bundle pricing isa pricing strategy that involves offering a set of products or services together at a lower price than if they were sold separately.

Bundle pricing can help the sales rep to increase the perceived value of the solution, cross-sell or upsell additional products or services, and differentiate from competitors. Bundle pricing can also help the customer to save money, simplify the purchase decision, and meet their needs more effectively. References: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

QUESTION NO: 5

営業担当者は、調査により、戦略的顧客が契約内の一部の製品しか使用していないために満足度スコアが低いことを知りました。

顧客満足度を向上させるために、営業担当者はまず何をすべきでしょうか?

A. 製品の包括的なデモを顧客に提供します。

B. 顧客に追加の製品の購入を奨励します。

C. 顧客を教育マーケティング キャンペーンに追加します。

Answer: C

Explanation:

Adding the customer to an educational marketing campaign is the best answer because it can help the customer learn more about the products they have purchased and how to use them effectively. This can increase the customer's satisfaction and loyalty, as well as create opportunities for cross-selling and upselling in the future. Offering a comprehensive demo of the products to the customer or encouraging the customer to purchase additional products are not the best options, because they may overwhelm orannoy the customer who is already dissatisfied with their current contract. The sales rep should first focus on helping the customer get the most value out of the products they already have, and then explore theirneeds and challenges for potential additional solutions. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Prepare Your Team to Sell Successfully - Trailhead]

QUESTION NO: 6
Universal Containers
の営業担当者は、見込み顧客が同社の製品やソリューションにもっと慣れてもらえるよう協力しています。
営業担当者が自社の製品やソリューションについて見込み客を教育するのに役立つのはどのアプローチですか?
A.
たとえ関連性のないものであっても、同様の業界のソリューションについて見込み顧客に伝えます。
B.
各サービスを説明するときに業界の専門用語を使用して、見込み客に好印象を与えるように努めてください。
C. 見込み顧客と同様の業界のアカウントの現在の顧客ストーリーを共有します。
Answer: C
Explanation:
Sharing a current customer story for an account in a similar industry as the prospect is an approach that can help the sales rep educate the prospect about their offerings and solutions. A customer story is a testimonial or case study that showcases how the sales rep's solution helped a customer achieve their goals, overcome their challenges, and improve their situation. A customer story can help the prospect relate to the solution, understand its value, and trust its credibility.References:https://www.salesforce.com/resources/articles /customer-stories/#customer-stories-tips

QUESTION NO: 7
営業担当者は、パイプライン内のどの商談に顧客が来月のイベントに必要とするアイテムが含まれているかを追跡したいと考えています。
これを追跡することで、営業担当者はリスクを管理するのにどのように役立ちますか?
A. これらの取引は次の段階に進むことができます。
B. これらの取引は必要に応じて迅速に処理できます。
C. これらの取引には追加料金を割り当てる必要があります。
Answer: B
Explanation:
Tracking which opportunities in their pipeline contain items that customers need for an event next month helps the sales rep manage risk by allowing them to expedite these deals if required. Expediting means accelerating or speeding up the delivery or completion of these deals to meet the customer's urgent or specific needs. Expediting helps to ensure customer satisfaction, loyalty, and retention, as well as to increase revenue and profitability.References:https://www.salesforce.com/resources/articles/sales-pipeline/#sales-pipeline- management

QUESTION NO: 8
営業担当者は、主要な見込み客と最も効果的にコミュニケーションをとる方法について戦略を立てています。
どのアプローチを取るべきでしょうか?
A. 重要なメッセージを繰り返して、見込み顧客の心に確実に届くようにします。
B. 見込み客にメールを送信する頻度を減らします。
C. 毎回価値を付加する独自のセールス ポイントを見込み客に提供します。
Answer: C
Explanation:
Providing unique selling points to the prospect that add value each time is the approach thatthe sales rep should take to communicate with a key prospect. A unique selling point is a feature or benefit of the product that distinguishes it from competitors and appeals to the prospect's pain points or needs. Providing unique selling points helps toshow how the product can help the prospect succeed and grow, as well as to persuade them to take action.

QUESTION NO: 9
顧客は、評価している 1 つの製品の機能について質問があります。
これに対処するために営業担当者が取るべき最初のステップは何ですか?
A. 製品リファレンスを提供します。
B. 新製品のデモをスケジュールします。
C.サービス技術者を派遣します。
Answer: A
Explanation:
Supplying product references is the first step that the sales rep should take to address a customer's questions about thefeatures 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 NO: 10
営業担当者は提案書を提出し、認識された価値と整合性について見込み顧客と確認しています。
彼らは販売プロセスのどの段階にいますか?
A. 接続する
B. コラボレーションする
C. 確認
Answer: C
Explanation:
Confirming is thestage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections

or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward.
Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust. Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

QUESTION NO: 11
新しい販売地域を割り当てられた場合、販売活動に優先順位を付けるための最初のステップは何ですか?
A. 各アカウントの物理的な場所を特定します。
B. アカウントの数とテリトリーのサイズを決定します。
C. テリトリーの主要アカウントを特定します。
Answer: C
Explanation:
The first step to prioritizing selling efforts in a new sales territory is to identify the key accounts, which are the most valuable and strategic customers for the business. By focusing on the key accounts, the sales representative can maximize the impact of their efforts and build strong relationships with the decision- makers and influencers. Key accounts can also provide referrals, testimonials, and insights that can help the sales representative expand their network and opportunities in the territory. References:
* Sales Rep Training: Prioritize Your Selling Efforts
* Cert Prep: Salesforce Certified Sales Representative: Prioritize Your Selling Efforts

QUESTION NO: 12
顧客の戦略的優先事項と要件をサポートする信頼できる接続を構築および維持するために、営業担当者は何に焦点を当てるべきでしょうか?
A. 業界
B. ビジネス
C. 人
Answer: C
Explanation:
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 bythe customer's business decisions, such as stakeholders, decision makers, influencers, endusers, 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 NO: 13
販売ノルマが達成可能かどうかを判断するために、営業担当者はどの要素を理解する必要がありますか?
A. 活動や成果などの尺度

B. 報酬プランに上限があるか上限がない場合
C. 変動報酬の割合
Answer: A
Explanation:
Measures such as activity and outcome are elements that the sales repshould understand to determine if a sales quota is attainable. Activity measures are indicators of how much effort and action the sales rep puts into achieving their sales quota, such as number of calls made, emails sent, meetings scheduled, etc. Outcome measures are indicators of how much result and impact the sales rep achieves from their sales quota, such as number of leads generated, opportunities created, deals closed, etc.References:https://www.salesforce.com /resources/articles/sales-quota/#sales-quota-definition