



Free Salesforce Sales-101 Practice Questions

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Question 1

Question Type: MultipleChoice

A company uses the BANT model for sales qualification.

What does BANT indicate to sales representatives?

Options:

A- The proposed approach meets the criteria of being Bold, Ambitious, Noteworthy, and Thorough.

B- The deal is Beneficial, Acceptable to line management, Narrow in scope, and commercially Tight for sound legal management.

C- The prospective contact has Budget and Authority to buy, has Need for the product, and the Timing is right.

Answer:

C

Explanation:

BANT is a sales qualification model that stands for Budget, Authority, Need, and Timing. It helps sales representatives identify and prioritize the most qualified prospects based on four key criteria:

Budget: The prospect has the financial resources to purchase the product or service.

Authority: The prospect has the decision-making power or influence to approve the purchase.

Need: The prospect has a specific problem or pain point that the product or service can solve.

Timing: The prospect has a clear timeline or urgency to buy the product or service. BANT helps sales representatives focus on the most promising opportunities, avoid wasting time on unqualified leads, and align their sales process with the customer's buying journey. Reference: [Cert Prep: Salesforce Certified Sales Representative: Qualify Leads], [Sales Rep Training: Qualify Leads]

Question 2

Question Type: MultipleChoice

A sales representative is trying to engage a prospect who is unresponsive to cold calls.

Which approach can the sales rep take as an alternative to build interest and align on why a solution meets the prospect's needs?

Options:

- A- Engage the prospect through different channels.
- B- Pause engagement and follow up at another time.
- C- Try calling the prospect at different times.

Answer:

A

Explanation:

If a prospect is unresponsive to cold calls, the sales rep can take an alternative approach to build interest and align on why a solution meets the prospect's needs by engaging the prospect through different channels. Different channels can include email, social media, text, video, or webinars. By using different channels, the sales rep can increase the chances of reaching the prospect, capture their attention, and provide relevant and personalized messages that showcase the value of the solution. The sales rep should also research the prospect's preferences, needs, and pain points, and use a multi-touch strategy to nurture the relationship and move the prospect along the sales cycle. Reference: [Sales Rep Training: Generate Leads], [Cert Prep: Salesforce Certified Sales Representative: Generate Leads]

Question 3

Question Type: MultipleChoice

After verbally agreeing to the price and receiving a formal agreement, the customer informs the sales representative they are delaying the signature due to concerns about a liability risk.

Which customer role should the sales rep meet with to address the concerns?

Options:

- A- Legal
- B- Operations

C- Finance

Answer:

A

Explanation:

The customer role that the sales rep should meet with to address the concerns about a liability risk is legal. Legal is the customer role that is responsible for reviewing and approving the contractual terms and conditions, ensuring compliance with laws and regulations, and mitigating any potential risks or liabilities. The sales rep should consult with their own legal team and work collaboratively with the customer's legal team to resolve any issues or objections, and to finalize the agreement. Reference: [Sales Rep Training: Negotiate and Close], [Cert Prep: Salesforce Certified Sales Representative: Negotiate and Close]

Question 4

Question Type: MultipleChoice

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

Options:

A- Whether the lead is engaged in the sales process

B- Whether the lead is based within their region

C- Whether the lead has sufficient buying power

Answer:

C

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a

purchase decision or approve a budget for the product or service.

Question 5

Question Type: MultipleChoice

How can the sales rep work with marketing to improve the health of their pipeline?

Options:

- A- Focus on behaviors and attributes that define a quality lead.
- B- Broaden the scope of the prospect profile.
- C- Expand the number of channels to reach more prospects.

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

Question 6

Question Type: MultipleChoice

A sales representative has a list of prospects to cold call but is unsure whether the task is beneficial. After a discussion with their mentor, the sales rep has the information they need and is ready to get started.

What is one benefit of cold calling?

Options:

- A- Key decision makers usually respond more readily to phone calls.
- B- Phone calls provide immediate feedback whether the lead is worth pursuing.
- C- Phone calls are a quicker and more scalable method of contact.

Answer:

B

Explanation:

Cold calling is the process of contacting potential customers who have not expressed any prior interest in your product or service. Cold calling can be a challenging but rewarding task for sales representatives, as it can help them generate new leads and opportunities. One of the benefits of cold calling is that phone calls provide immediate feedback whether the lead is worth pursuing or not. Unlike other methods of contact, such as email or social media, phone calls allow the sales rep to gauge the level of interest, need, and urgency of the prospect, as well as to address any objections or questions they may have. Phone calls also enable the sales rep to establish rapport and trust with the prospect, and to move them along the sales process more quickly and effectively. Reference:

Cert Prep: Salesforce Certified Sales Representative, unit "Generate Leads and Opportunities"

[Sales Rep Training], unit "Prepare Your Team to Sell Successfully"

Question 7

Question Type: MultipleChoice

A sales representative wants to foster team selling, increase customer satisfaction, and decrease customer attrition at a critical account.

Which business capability can help implement these goals?

Options:

- A- Territory Management
- B- Account Planning
- C- Account and Contact Management

Answer:

B

Explanation:

Account planning is the business capability that can help a sales representative foster team selling, increase customer satisfaction, and decrease customer attrition at a critical account. Account planning is the process of creating and executing a strategic plan for each key account, based on the account's goals, challenges, needs, and opportunities. Account planning helps the sales representative to align with the account team, understand the customer's business and industry, identify and prioritize the most valuable opportunities, and deliver personalized solutions that drive customer success and loyalty. Reference: [Sales Rep Training: Plan for Success], [Cert Prep: Salesforce Certified Sales Representative: Plan for Success]

Question 8

Question Type: MultipleChoice

A sales representative is working on an opportunity that has recently progressed to a more advanced stage in the deal lifecycle.

Which action should the sales rep take to ensure accurate forecasting?

Options:

- A- Continue forecasting based on the previous stage until the deal closes.
- B- Focus on unrelated opportunities and assume the current opportunity will close.
- C- Update the opportunity's stage and forecast category to reflect the recent progress.

Answer:

C

Explanation:

Updating the opportunity's stage and forecast category to reflect the recent progress is what the sales rep should do to ensure accurate forecasting. An opportunity is a qualified prospect who has a high probability of buying the product. An opportunity stage is a measure of how far along the opportunity is in the sales process, such as prospecting, qualification, proposal, negotiation, etc. A forecast category is a measure of how likely the opportunity is to close as won, such as pipeline, best case, commit, closed, etc. Updating the opportunity's stage and forecast category helps to reflect the current status and potential outcome of the opportunity, as well as to

provide a realistic and reliable prediction of future sales

revenue. Reference: <https://www.salesforce.com/resources/articles/sales-forecasting/#sales-forecasting-definition>

Question 9

Question Type: MultipleChoice

A sales representative presented a solution and overcame the objections, but the prospect is still not completely ready to commit. The sales rep suspects the prospect is unsure about the product and will want to return it. The sales rep decides to let the prospect try out the product for a predetermined period.

Which type of close was chosen?

Options:

- A- Summary
- B- Puppy Dog
- C- Assumptive

Answer:

B

Explanation:

A puppy dog close is a sales technique that involves letting the prospect try out the product or service for a limited time, hoping that they will fall in love with it and buy it. This type of close is often used for products that have a high emotional appeal, such as cars, jewelry, or pets. The sales representative in this scenario chose a puppy dog close because they suspected the prospect was unsure about the product and wanted to give them a chance to experience its benefits firsthand. Reference:

Cert Prep: Salesforce Certified Sales Representative, Unit 5: Close the Deal

[Sales Rep Training], Unit 2: Close the Deal

Salesforce Certified Sales Representative Exam Guide, Section 5: Closing Deals

Question 10

Question Type: MultipleChoice

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

Options:

- 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.

Answer:

B

Explanation:

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



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