

Salesforce Sales-Business- Excellence

**Salesforce Certified Sales Business Excellence
Accredited Professional (SU23)**

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Question: 1

Considering the best practices for dealing with difficult clients, who acted correctly in this situation? After hearing from a client being angry about a billing, Lisa made more statements than questions, Andy made about 50% statements and 50% questions, while Guillermo focused on enquiring about the issue with many questions directed at the client.

- A. Lisa
- B. Guillermo
- C. Andy

Answer: B

Question: 2

Is this an example of Sales Acumen or Business Acumen according to Salesforce? Ability to understand the different lines of operation of a client and the role the sold product would play on that ecosystem

- A. Business Acumen
- B. Sales Acumen

Answer: A

Question: 3

Which of the following descriptions represents this Revenue Model Term: Total Contract Value

- A. Money your company earns and can recognize in its financial statements
- B. Annual value of the contract
- C. Total amount a contract is worth

Answer: C

Question: 4

In which of the following stages of a Sales Pipeline does the following happen? The potential interest of the lead is uncovered and progresses further down the pipeline.

- A. Qualification
- B. Negotiation
- C. Prospecting
- D. Proposal
- E. Demo or Meeting
- F. Opportunity Won

Answer: A

Question: 5

When focusing on KPIs of the sales process which are the two type of KPIs that sales managers should consider?

- A. Activity and Performance KPIs
- B. Activity and Outcome KPIs
- C. Performance and Outcome KPIs
- D. Performance and Income KPIs

Answer: B

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