

CRT-251 Dumps

Salesforce Certified Sales Cloud Consultant (SU18)

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NEW QUESTION 1

Universal Containers has a customer base that includes both individual consumers and businesses. The company has implemented Person Accounts in Salesforce and has a custom object for "Policies" that needs to relate to both Person Accounts and business accounts. What is the minimum configuration on the policy custom object needed to meet this requirement?

- A. Create a contact lookup field and an account lookup field.
- B. Create a master-detail account relationship.
- C. Create a custom contact lookup field.
- D. Create a master-detail contact relationship.

Answer: B

NEW QUESTION 2

Universal Containers wants to measure revenue based on when individual Products are sold. What should a Consultant implement to meet this requirement?

- A. Forecasting by Order Amount
- B. Forecasting by Opportunity Amount
- C. Forecasting by Product Dates
- D. Forecasting by Schedule Date

Answer: B

NEW QUESTION 3

Universal Containers wants to equip its sales team with mobile capabilities. The sales team needs to quickly look up contacts, accounts, and opportunities and easily log calls. Due to limited coverage in certain geographic areas, the sales team wants access to customer information even without an Internet connection. Which mobile solution is appropriate for the Universal Containers' sales team?

- A. Salesforce Mobile app
- B. SalesforceA App
- C. Custom hybrid App
- D. Salesforce Touch App

Answer: A

NEW QUESTION 4

Universal Containers supports two lines of business: shipping and freight. The sales cycle for freight deals is more complex and involves more stages than the shipping sales cycle. Which solution should a consultant recommend to meet these business requirements?

- A. Create different record types and sales processes for each line of business, and assign different stages to each page layout.
- B. Create different record types and sales processes for each line of business, and use workflow field updates to assign stages.
- C. Create different record types and sales processes for each line of business, and assign different page layouts to each record type.
- D. Create different record types and sales processes for each line of business, and assign different sales processes to each page layout.

Answer: C

NEW QUESTION 5

Universal Containers has a private sharing model for accounts and opportunities. Each sales representative is assigned to work with a desiccated sales engineer. The sales engineer will need access to their assigned sales representatives' accounts and opportunities. What should a consultant recommend to meet this requirement?

- A. Have the sales representatives manually share the accounts and opportunities with their assigned sales engineers.
- B. Create criteria-based sharing rules to share the accounts and opportunities with sales engineer.
- C. Enable account teams selling and have each sales representative configure their default teams.
- D. Create a trigger to add the sales engineers to their sales representatives' account and opportunity teams.

Answer: C

NEW QUESTION 6

Universal Containers forecasts and closes business monthly, and it needs to store details of open opportunities weekly. The sales management team wants to analyze how the sales funnel is changing throughout the month. What should a consultant recommend to meet this requirement?

- A. Schedule a custom forecast report to run weekly and store the results in a custom report folder.
- B. Create a reporting snapshot to run daily and store the results in a custom object.
- C. Create a reporting snapshot to run weekly and store the results in a custom object.
- D. Schedule a custom forecast report to run daily and store the results in a custom report folder.

Answer: A

NEW QUESTION 7

Universal Containers has set the organization-wide default to public read-only for accounts, contacts, and opportunities. Activities are set to be controlled by the parent. The ABC Corporation account is owned by a sales user whose profile grants create, read, edit, and delete access to accounts, contacts, and opportunities. Which two actions does the owner of the ABC Corporation account have the right to take? Choose two answers.

- A. View, edit, and delete activities owned by other users directly related to the account.

- B. View, edit, and delete related contacts and opportunities owned by other users.
- C. Share the account with other users through manual sharing and account teams.
- D. Transfer ownership of related contacts and opportunities owned by other users.

Answer: AC

NEW QUESTION 8

Universal Containers uses a seven-step selling methodology. Each sales stage corresponds with a step in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should NOT contribute to the forecast. Which two actions should a consultant recommend to meet these requirements? Choose two answers.

- A. Instruct sales users to enter 0\$ for the opportunity amount.
- B. Configure the first stage with the omitted forecast category.
- C. Override the forecast to be 0\$ for first stage opportunities.
- D. Assign 0% probability to the first sales stage.

Answer: BD

NEW QUESTION 9

Universal Containers has a public sharing model for accounts and uses the parent account field to create a multi-level account hierarchy. When viewing a parent account, the company wants to see the total value of open opportunities for all accounts in the hierarchy. Which solution should a consultant recommend to meet this requirement?

- A. Use Apex to update a custom field on the parent account with the total value of open opportunities from the child accounts.
- B. Create a roll-up summary field on the parent account showing the total value of open opportunities from the child accounts.
- C. Define a workflow rule to update the custom field on the parent account with the total value of open opportunities from the child accounts.
- D. Create a link on the account that opens a report showing the total value of open opportunities for all accounts in the hierarchy.

Answer: A

NEW QUESTION 10

Universal Containers has a large sales department that is dispersed worldwide. Sales managers want greater visibility into the opportunities in progress with their respective teams and want to receive email notifications when opportunities reach key metrics (e.g. progress to a certain stage or reach a specific probability). However, individuals want to control the frequency of their email notifications. Which two solutions should a consultant recommend? Choose two answers.

- A. Configure the individual Salesforce for Outlook email settings to control notification frequency.
- B. Configure Chatter Feed Tracking to provide updates for the key metrics the sales managers are looking for.
- C. Create a report filtering for the desired criteria and individuals subscribe to the report.
- D. Define a workflow rule and email task that is triggered when key fields are updated to new values.

Answer: BC

NEW QUESTION 10

A consultant has created a custom formula field on Opportunity that multiplies the Opportunity Amount by the Account's Discount field. Which Currency will the formula field use for its value if the Opportunity and the Account records have different Currencies?

- A. The Account currency
- B. The User currency
- C. The Corporate currency
- D. The Opportunity currency

Answer: B

NEW QUESTION 12

Universal Containers is planning to hire more sales representatives in response to three consecutive quarters of rapid growth. To optimize their sales impact, the sales management team wants to develop a better sales territory structure. Which two data points should the sales management team consider when developing the new sales territories? Choose two answers.

- A. Attributes needed to segment and categorize customers.
- B. Distance between customer headquarters and their sales representatives
- C. Average number of customers managed by a sales representative.
- D. Number of currencies needed to support each sales territory.

Answer: AD

NEW QUESTION 16

Universal Containers requires its sales representatives to go through an internal certification process to sell certain groups of products. Which two actions prevent a sales representative from adding these products to opportunities if they are NOT certified to sell them? Choose two answers.

- A. Use a validation rule on opportunity products to prevent them from adding products marked as required certification if they are NOT certified.
- B. Use a validation rule on products marked as requiring certification to prevent them from being added to an opportunity.
- C. Use a criteria-based sharing rule on products marked as requiring certification to only share the products to users who are certified.
- D. Use a separate price book for the products requiring certification and only share the price book to users who are certified.

Answer: AD

NEW QUESTION 20

Universal Containers wants to implement a website for a new product launch. The site should be publicly available, allow visitors to submit requests for information, and be managed by the non-technical marketing team. Which solution should the consultant recommend?

- A. Lightning Platform
- B. Salesforce Mobile Sites
- C. Lightning Components
- D. Customer Community

Answer: D

NEW QUESTION 22

Universal Containers is devising a separate sales methodology to upsell service contracts to its existing customer base. The company wants to track and report on these deals separately from other deals. What should a consultant recommend to meet this requirement?

- A. Create a custom field on opportunity to flag and report on these sales.
- B. Create an opportunity record type and sales process for reporting on these deals.
- C. Create a separate page layout and report to flag and report on these deals.
- D. Add “upsell” as a stage and create a summary by opportunity stage.

Answer: B

NEW QUESTION 23

Universal Containers uses PDF documents to help the Sales Team learn about new Products. Which feature should a Consultant recommend to store these documents?

- A. File Sync
- B. Salesforce Files
- C. Attachments
- D. File Connect for SharePoint

Answer: B

NEW QUESTION 28

The management at Universal Containers noticed the lead conversion ratio has remained the same for the hospitality industry despite an increase in lead creation. Which reporting tool can help determine the issue?

- A. Report on leads by source
- B. Campaign dashboard by industry
- C. Report on lead lifetime by industry
- D. Industry performance dashboard

Answer: C

NEW QUESTION 31

Universal Containers wants to improve the accuracy of its current sales forecast. It also wants to improve the relevance of its sales stages and the role they play in the sales process. How should the relationship between the various elements of the sales process be defined to meet these requirements?

- A. Map sales probability values to forecast categories; assign sales stages accurate percentages.
- B. Map forecast probability to opportunity probability; assign appropriate sales stage.
- C. Map appropriate sales stage to opportunity stage; assign accurate forecast probability.
- D. Map opportunity stages to forecast categories; assign accurate probability to each stage.

Answer: D

NEW QUESTION 33

The shipping department at Universal Containers is responsible for sending product samples as part of the sales process. When an opportunity moves to the “sampling” stage, Universal Containers wants an automatic email sent to the shipping department listing the products on the opportunity. How can this requirement be met using a workflow email?

- A. Create is on the opportunity product using an HTML email template.
- B. Create is on the opportunity using a Visualforce email template.
- C. Create is on the opportunity product using a Visualforce email template.
- D. Create is on the opportunity using an HTML email template.

Answer: B

NEW QUESTION 35

Universal Containers has configured a private sharing model with opportunity team selling enabled. The company allows its sales representatives to add sales team members to their opportunities when necessary. As a result, each sales representative has opportunities they directly manage and opportunities on which they collaborate with other sales representatives. Which data set filter report would allow the sales representatives to see all opportunities they are involved with?

- A. My team-selling and my opportunities
- B. My team-selling shared opportunities

- C. My team's opportunities
- D. My collaborative opportunities

Answer: A

NEW QUESTION 37

Universal Containers plans to implement lead management functionality for channel sales representatives who need to push pre-qualified leads to their partners. Partners need the ability to access and update the leads assigned to them. Which solution should a consultant recommend for this scenario?

- A. Create a customized site where partners can self-register and access their leads.
- B. Configure a separate lead record type and page layout for the Partner Community.
- C. Create a task for a partner when a new lead is created and assign the task to the partner in the Partner Community.
- D. Add the leads tab to the Partner Community and configure partner profiles to access leads.

Answer: D

NEW QUESTION 42

Universal Containers wants to track the campaigns that influence won opportunities.

Which two actions should a consultant recommend to meet this requirement using standard functionality? Choose two answers.

- A. Have the administrator specify a timeframe that limits the time a campaign can influence an opportunity after the campaign first associated date and before the opportunity created date.
- B. Automatically add child campaigns of the primary campaign source if the child campaigns have an end date that fails before the opportunity close date.
- C. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date.
- D. Have representatives populate a field on the opportunity record with the dollar amount of the expected revenue from the campaigns that influenced the opportunity.

Answer: AC

NEW QUESTION 44

Universal Containers has its sales representatives enter a new lead whenever they are prospecting a new customer. After qualifying the new lead, a new opportunity must be created to track the deal.

Which three actions should a consultant recommend to enforce data quality and accuracy? (Choose three.)

- A. Enable validation rules on the opportunity.
- B. Map custom lead fields to corresponding custom opportunity fields.
- C. Create an Apex trigger to perform data quality checks.
- D. Enable validation rules on the lead.
- E. Enable the lead conversion permission.

Answer: BDE

NEW QUESTION 46

A lead sharing rule has been defined so that leads owned by the record owner are shared with the public group called "Sales Team."

Who will have access to these records, assuming that a private sharing model is in place on these objects and there are no sharing rules defined for those objects, when the lead is converted to an account, contact, and opportunity?

- A. The record owner will be the only person who is able to access the account, contact, and opportunity records.
- B. The record owner, all members of the public group, and a group called "Sales team" will be able to access the three records.
- C. The record owner and anyone above the record owner in the role hierarchy will be able to access the three records.
- D. The record owner, all members of the public group, and a group called "Sales team", and anyone above any group member in the role hierarchy will be able to access the three records.

Answer: C

NEW QUESTION 50

Sales management at Universal Containers wants product managers to become more involved with sales deals that are being delayed in the negotiation stage of the sales process. Product managers need to understand the details of specific sales deals, and address product capability and roadmap questions with customers. Which two solutions should a consultant recommend to help product managers engage in sales deals? Choose two answers.

- A. Create a Chatter group to share product information with the sales team, product managers, and customers.
- B. Use Process Builder to create a chatter post.
- C. Use an assignment to notify product managers when opportunities are updated.
- D. Add the opportunity team, product managers, and customers to libraries containing files relevant to sales deals.

Answer: AB

NEW QUESTION 52

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