

CRT-251 Dumps

Salesforce Certified Sales Cloud Consultant (SU18)

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NEW QUESTION 1

The Universal Containers sales team wants to track product shipments for each of its customers. The shipment tracking information is currently available in a back-end system, which the company plans to integrate with Salesforce. Which set of objects are relevant for this integration?

- A. Opportunity, opportunity product, campaign, custom object-shipment status
- B. Opportunity, opportunity product, custom object-shipment status
- C. Lead, account, opportunity product, custom object-shipment status
- D. Lead, opportunity, product, custom object-shipment status

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 has automated the process of creating new account records in Salesforce. All accounts records created through this process are owned by a generic user. There are now two million account records that have been created in this manner. Universal Containers is now seeing performance issues when it makes any changes to account sharing rules.

What can Universal Containers do to address the issue without changing its integration?

- A. Set the organization-wide defaults for accounts to public read/write.
- B. Contact Salesforce support to add an index to the account object.
- C. Ensure that the generic user has the Modify All Data permission.
- D. Ensure that the generic user has NOT been assigned to a role.

Answer: D

NEW QUESTION 4

Universal Containers wants to capture business sector information on a lead and display the information on the account and contact once the lead has been converted. How can these requirements be met?

- A. Create a custom field on the Lead, Account, and Contact objects and configure mapping of these two field for conversio
- B. Use a trigger to update the Contact field with the Account value.
- C. Create a custom field on the Lead and Account object
- D. Create a custom formula field on the Contact object to pull the value from the Account object.
- E. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversio
- F. Create a custom formula field on the Contact object to pull value form the Account object.
- G. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversio
- H. Create a custom formula field on the Account object to pull value form the Contact object.

Answer: C

NEW QUESTION 5

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 6

Universal Containers uses a custom object named "Analysis", which is the child in a master-detail relationship with the Opportunity object. Sales teams use this object to create requests for supporting research. Sales teams use the Salesforce Mobile App and want to easily create new Analysis records from their phones. What should a consultant recommend to meet this requirement?

- A. Create a Visualforce page.
- B. Create an Action.
- C. Create a related list button.
- D. Create a custom object tab.

Answer: D

NEW QUESTION 7

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 8

The Universal Containers credit department uses a third-party application for credit ratings. Credit department managers need to launch an external web-based credit application from a customer's account record in Salesforce. The application uses a credit ID on the account object. What should a consultant recommend to meet this requirement?

- A. Create a workflow rule to launch the product fulfillment application and pass the credit ID.
- B. Create a custom button that calls an Apex trigger to launch the credit application and pass the credit ID.
- C. Create a formula field that uses the hyperlink function to launch the credit application and pass the credit ID.
- D. Create a custom credit ID field as an external ID on the account to launch the credit application and pass the credit ID.

Answer: C

NEW QUESTION 9

Universal Containers sells two product lines that each use a distinct selling methodology. Additionally, each product line captures different information that is used to sell the products.

What should a consultant recommend to support selling the two product lines?

- A. Create one page layout, two sales processes, and validation rules to capture relevant opportunity information.
- B. Create two page layouts, one opportunity record type, and one workflow rule to assign the correct page layout to the record type.
- C. Create two sales processes and two page layouts; assign them to two different opportunity record types for each product line.
- D. Create two page layouts and two sales processes; assign them to the respective product lines to collect relevant information.

Answer: C

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

Universal Containers wants to improve sales productivity in inside sales and is has been advised to consider Salesforce Console for Sales. Which two use cases justify this recommendation? (Choose two.)

- A. Need to add notes quickly while talking to the client.
- B. Need to view the caller ID on screen and quickly make calls with one click.
- C. Need to prioritize search results for contacts and opportunities.
- D. Need to chat with customers in real time with Chatter.

Answer: AB

NEW QUESTION 12

Universal Containers wants to implement a sales methodology that focuses on identifying customer's challenges and addressing them with its offerings. Which sales methodology is described above?

- A. Relationship selling
- B. Target account selling
- C. Direct selling
- D. Solution selling

Answer: D

NEW QUESTION 13

The sales management team of Universal Containers has noticed that opportunities are taking longer to close. Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days. Which two reporting tools can the sales management team leverage to help determine the cause? Choose two answers.

- A. Report on campaign return on investment (ROI)
- B. Report on the discount approval time for quotes
- C. Dashboard of month-over-month trend of lead conversions
- D. Dashboard of opportunity stage duration

Answer: BD

NEW QUESTION 15

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

Resellers for Universal Containers need access to reports in the Partner Communities to help manage their opportunities. How should Salesforce be configured to give resellers the correct level of access to reports?

- A. Create the appropriate list views and report folders in the Partner Communities for all partner users.
- B. Create a new tab in the Partner Communities to display the appropriate list views and report folders.
- C. Create a Chatter group that allows partners to post links to appropriate list views and reports.
- D. Create the appropriate list views and report folders, and share with all partner users.

Answer: D

NEW QUESTION 27

Universal Containers has set up a sales process that requires opportunities to have associated product line items before moving to the negotiation stage. Which two solutions should a consultant recommend to meet this requirement? Choose two answers.

- A. Configure a validation rule that tests the Has Line Item and Stage fields for the correct condition.
- B. Configure the opportunity record types to enforce product line item entry before selecting the negotiation stage.
- C. Ensure that all sales representatives have access to at least one PriceBook when creating product lines.
- D. Define a workflow rule that automatically defaults to a PriceBook and product line item when selecting the negotiation stage.

Answer: AC

NEW QUESTION 32

A premier customer for Universal Containers needs access to confidential product roadmap information. Which two steps should a sales representative take to securely send this information using content delivery? Choose two answers.

- A. Remove access to content after a specified date.
- B. Require the customer to enter a password to view the content.
- C. Require the customer to enter a security token to download the content.
- D. Require the recipient to log into Salesforce to access the content.

Answer: AB

NEW QUESTION 33

Universal Containers has a customer base of over 15,000 Accounts and 60,000 Contacts. The marketing manager wants to use the customer data for an upcoming new product launch but is concerned contacts may have moved to different companies. What should a consultant recommend to ensure customer data is accurate?

- A. Use a data cleansing tool and the Stay-in-Touch feature of Salesforce to email contacts.
- B. Create a workflow rule for an account and contact owner to confirm contact data.
- C. Create a workflow rule to mass email the contacts and capture any email bounces.
- D. Use a data enrichment tool to verify account and contact data is up-to-date.

Answer: A

NEW QUESTION 36

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 40

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 45

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 48

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 49

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 51

A marketing department that runs many concurrent campaigns has specified that the influence timeframe for a campaign is 60 days. What is the impact on the campaign influence for opportunities when a contact is associated to an opportunity in a contact role?

- A. Campaigns in which a contact became a member within the last 60 days will be associated and displayed in Campaigns with Influenced Opportunities Report.
- B. All contacts associated with campaigns will be added to the campaign influence related list.
- C. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list.
- D. All campaigns created within the last 60 days will be added to the campaign influence related list.

Answer: A

NEW QUESTION 54

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 58

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