

Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

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NEW QUESTION 1

The Cloud Kicks IT team has noticed that there are many duplicate Person Accounts. The team can often easily identify duplicates and wants to merge them. What should the consultant explain to the team about Person Account merges?

- A. Person Accounts with a redundant relationship can be merged using matching rules.
- B. Person Accounts can be merged with other Person Accounts.
- C. Person Accounts can be merged with contact records.
- D. Person Accounts can be merged with any type of Account

Answer: B

NEW QUESTION 2

Cloud Kicks (CK) has recently implemented Sales Cloud. CK wants to be able to forecast the number of shoes it sells to better coordinate with the logistics department to fulfill orders.

Which three options should a consultant recommend CK implement to accomplish this? Choose 3 answers

- A. Opportunity Quantity
- B. Collaborative Forecasts
- C. Forecast Types
- D. A custom field
- E. Product Revenue Schedules

Answer: ADE

NEW QUESTION 3

Cloud Kicks has configured Account Teams and is ready to go live in Production. How should the consultant migrate Account Team configuration to Production?

- A. Push with Workbench.
- B. import with Data Loader.
- C. Create manually.
- D. Deploy with Change Sets.

Answer: B

NEW QUESTION 4

A consultant has completed the Build and Validate phases of a Sales Cloud implementation at Cloud Kicks. Which step should the consultant complete next?

- A. Upgrade to the latest Salesforce Release.
- B. Sign off on the statement of work.
- C. Deliver training.
- D. Complete a post-mortem.

Answer: C

NEW QUESTION 5

Cloud Kicks just deployed Sales Cloud globally and wants to make sure that all of its users are using Salesforce. How should the consultant determine if all regions are using Salesforce?

- A. Assign all users to a region, build a report using user login history, and filter on region.
- B. Create an Opportunity report per region, filtering by User.
- C. Ask each regional sales manager to run the standard User Adoption report.
- D. Install Salesforce Adoption Dashboards from the AppExchange and use the region chart.

Answer: D

NEW QUESTION 6

Cloud Kicks has a requirement to measure end user adoption and data quality in Salesforce. Which solution should the consultant recommend?

- A. Einstein Conversation Insight;
- B. tableau custom dashboard
- C. Adoption and Data Quality Dashboards Pack
- D. Salesforce Surveys

Answer: C

NEW QUESTION 7

Cloud Kicks has hired a consultant to help with its initial Salesforce implementation.

Which three steps should the consultant take to help Cloud Kicks get Salesforce up and running? Choose 3 answers

- A. Define company vision.
- B. Finalize integrations.
- C. Prioritize goals.
- D. Define KPIs.
- E. Analyze competitors.

Answer: ACD

NEW QUESTION 8

Universal Containers recently implemented Sales Cloud. Stakeholders want insights into how logging interactions with customers impacts the number of won sales deals.

Which report should the consultant create to meet the requirement?

- A. Closed Won Opportunities by Account
- B. Closed Won Opportunities with Activities
- C. Closed Won Opportunities by the sales team
- D. Closed Won Opportunities with Recommendations

Answer: B

NEW QUESTION 9

Cloud Kicks (CK) wants to implement sharing rules. Which three considerations should the consultant explain to CK?
Choose 3 answers

- A. CK can expand access beyond the organization-wide default levels with sharing rules.
- B. Organization-wide defaults must be Public Read Only or Private to create sharing rules.
- C. Sharing rules apply only to new records that meet the definition of the source data set.
- D. When a sharing rule is deleted, the sharing access created by that rule must be manually removed.
- E. When multiple sharing rules are assigned, the user is assigned the least restrictive access.

Answer: ABE

NEW QUESTION 10

Cloud Kicks has 12 stages in its sales process. The probability of winning the sale must be indicated. The sales manager uses sales stages and probability for forecasting. The sales manager wants a condensed summary of the forecasts without affecting the sales team.

Which approach should a consultant recommend to streamline forecast reporting?

- A. Create a custom object to be used in forecast reporting.
- B. Reduce the number of opportunity stages and report on probability.
- C. Align opportunity stages with probability and use collaborative forecasts for reporting.
- D. Align forecast categories to multiple opportunity stages and report on forecast category.

Answer: D

NEW QUESTION 10

Universal Containers wants to allow its Salesforce users to view and update customer billing information from the company's invoicing system within a separate Salesforce org. What should a consultant implement to meet this requirement?

- A. Salesforce Connect and External Objects
- B. My Domain and Single Sign-On
- C. Ce Nightly scheduled Batch Data jobs
- D. Workflow Rules and Outbound Messaging

Answer: B

NEW QUESTION 14

Cloud Kicks (CK) hired a consultant to analyse its Salesforce forecasting configuration and advise CK on how to improve it. The consultant found opportunities in the Value Proposition stage showed up in Collaborative Forecasting inconsistently, which led to inaccurate reporting.

What should the consultant recommend to ensure that opportunities show up consistently?

- A. Make the Forecast Category a required field.
- B. Change the Forecast Report to include Forecast Category.
- C. Map opportunity stages to the Forecast Category.
- D. Add a validation rule to the Forecast Category.

Answer: C

NEW QUESTION 19

Cloud Kicks (CK) uses a sales model where pre-defined groups of reps work collaboratively on Accounts.

Each group is also responsible for specific Accounts. CK has organization-wide default access set to Public Read/Write for Accounts. CK discovered this caused issues with data quality where reps edited Accounts outside their scope of responsibility. CK wants to allow reps to view any Account but restrict editing to only reps who are responsible for those specific Accounts.

Which two steps should a consultant recommend allowing reps to continue to collaborate while eliminating incorrect edits?

Choose 2 answers

- A. Change Account organization-wide defaults to Private.
- B. Change Account organization-wide defaults to Public/Read-Only.
- C. Create an Account sharing rule to grant Read/Write access to all Accounts
- D. Enable Account Teams to allow repins to grant Read/Write access.

Answer: BD

NEW QUESTION 21

The Cloud Kicks CEO needs to run reports from the sales team's reports folder. The CEO's assistant needs to control access to the reports. Sales managers need to change the reports when necessary.

How should the consultant meet the requirement?

- A. Set the CEO access level to View, the CEO's assistant to Manage, and the sales manager to Edit on ACO the folder.
- B. Enable Manage Reports in Public Folders and give access to the CEO and their subordinates.
- C. Set the CEO access level to View All, the CEO's assistant to Modify All, and the sales manager public group to Create.
- D. Enable Manage access for the CEO role and subordinates, and Manage access for the CEO'S assistant profile.

Answer: A

NEW QUESTION 25

The Cloud Kicks (CK) sales team works with two different types of leads: distributors and retailers. CK's management wants the sales team to follow two different lead qualification processes before converting the Lead into an opportunity.

Which three actions should a consultant recommend to meet this requirement? Choose 3 answers

- A. Create retailer and distributor lead processes.
- B. Create a new profile and only assign one lead record type to it.
- C. Add leads to different campaigns based on lead type.
- D. Create Status picklist values specific to each lead type.
- E. Create distributor and retailer lead record types.

Answer: ADE

NEW QUESTION 27

Universal Containers (UC) deployed Sales Cloud three months ago to the North American sales teams. One of the reasons UC selected sales cloud is its mobile support which provides flexibility for account executive.

How should the consultant assure UC s management that Sales Cloud is being successfully adopted on mobile de devices?

- A. Create a report to show the volume of opportunities created in the last three months compared to a year ago.
- B. Create a custom report type to show the use of mobile devices by users in the last three months.
- C. Track sales results month-over-month for the last three months to show an increase m the average order site.
- D. Leverage visualforce to show the use of mobile devices by users during the last three months.

Answer: D

NEW QUESTION 28

Cloud Kicks (CK) needs to determine the effectiveness of a recent marketing campaign on new leads' quality. CK is using Einstein Lead Scoring, Which solution should the consultant recommend?

- A. Create a custom object to track the Lead Score and relate it to the Lead.
- B. Create a custom score field to capture the marketing Campaign's quality.
- C. Add the Lead Score component to the Lead Detail page.
- D. Specify a default score of the leads added to the Campaign.

Answer: B

NEW QUESTION 29

Universal Containers is analyzing data to identify gaps, and wants to know which Accounts with ...opportunities are missing Contacts.

Which feature should a consultant recommend to build this report?

- A. Custom report type
- B. Joined report
- C. Cross filter
- D. Custom filter

Answer: C

NEW QUESTION 33

A sales rep owns an opportunity and can view the associated account, but is unable to view contacts on that account.

What should the consultant recommend to allow account owners to selectively share an account's contacts with opportunity owners?

- A. Add opportunity owners to the Opportunity Team and configure contact sharing.
- B. Transfer account ownership from themselves to the opportunity owner.
- C. Transfer contact ownership from themselves to the opportunity owner.
- D. Add opportunity owners to the Account Team and configure contact sharing.

Answer: D

NEW QUESTION 36

Cloud Kicks (CK) sells online subscriptions for its leading Shoe of the Month club. Customers can make a single payment or pay weekly, monthly, or quarterly. CK wants to use Opportunities to track and report on these subscription deals.

What should a consultant recommend to meet this requirement?

- A. Activate schedules on the Opportunity object.

- B. Enable schedules on the Product object.
- C. Configure assets with a look up to the Opportunity object.
- D. Implement contracts with a look up to the Opportunity object.

Answer: B

NEW QUESTION 39

A consultant for Cloud Kicks notices that the deploy date for the Sales Cloud project is also the same weekend as a Salesforce Release. What should the consultant recommend?

- A. Continue the planned deployment concurrent with the Salesforce Release.
- B. Update the project plan for the following week and communicate the change.
- C. Inform Cloud Kicks about the Salesforce Release and that the project may take longer.
- D. Stop all work because the impact of the Salesforce Release is unknown.

Answer: B

NEW QUESTION 40

Cloud Kicks is concerned that the sales team is taking longer to close opportunities in comparison to the same time last year. The VP of sales wants to determine the number of closed deals on a monthly basis and compare the month-over-month results.

Which two actions should the consultant take to meet the requirement? Choose 2 answers

- A. Create a report based on the Opportunity reporting snapshot.
- B. Create a dashboard component and schedule the dashboard to refresh monthly.
- C. Schedule a reporting snapshot of the Opportunity History object to run monthly.
- D. Schedule a reporting snapshot of the Opportunity object to run monthly.

Answer: AD

NEW QUESTION 44

Universal Containers is working to expand its residential business in the U.S. Sales reps are being asked to canvas neighborhoods in their areas, leveraging new door-to-door campaign material to secure new customers. Internal studies have shown the most valuable residential customers typically have a household income range between \$50,000 and \$70,000.

Which solution should the consultant recommend to help sales reps determine the best neighborhoods to canvas?

- A. Salesforce Maps using the Demographic Context data source to display income ranges for regions within their territories
- B. API integration with Salesforce Maps to plot existing customers on territory maps
- C. A Salesforce Maps component plotting non-customers in residential neighborhoods
- D. Salesforce Maps with ESR1 integration to display high density neighborhoods

Answer: A

NEW QUESTION 46

Cloud Kicks has hired a consultant to help with its quoting process. The consultant has determined that some quote custom fields should be viewed from the Opportunity. What should a consultant consider when implementing the custom fields?

- A. Opportunity fields are inaccessible when configuring a Quote Template.
- B. Related Opportunity Line Items remain when a synched Quote Line Item is deleted.
- C. Related Quote Items on all Quotes are impacted when an Opportunity Line Item is deleted.
- D. Only standard fields on the Quote object sync to the Opportunity.

Answer: C

NEW QUESTION 51

Cloud Kicks (CK) has a custom object, Project__c, that has a lookup relationship to the Opportunity object. The CK project manager has requested a report that includes both Project__c and Opportunity data.

What should the consultant use to include data from both the Project__c and Opportunity objects in one report?

- A. Matrix reports
- B. Junction reports
- C. Cross-object filters
- D. Custom report types

Answer: D

NEW QUESTION 53

The sales manager at Cloud Kicks has proposed that the consultant one large Discovery meeting with 250 employees who use Salesforce currently to gain information to improve adoption.

What are the three efficient approaches the consultant could recommend to the sales manager? Choose 3 answers

- A. Arrange multiple sessions with small groups of employees.
- B. Send a survey to all employees asking for a list of desired changes.
- C. Ask management to select which employees should participate in sessions.
- D. Ask all employees to email their ideas and feedback to the consultant.
- E. Meet with a large group of employees to listen to their feedback.

Answer: ABC

NEW QUESTION 57

A large company is about to undertake its Initial Sales Cloud implementation. Different people will create features in multiple sandboxes. The consultant has recommended using change sets to move customizations to the full copy sandbox for testing and then move them to production for release. Which two approaches should the consultant recommend to help migrate the customizations from the full copy sandbox to production? Choose 2 answers

- A. Utilize change set tool dependency management
- B. Leverage cloud-based Git version control to deploy changes
- C. Use Salesforce Dx with visual studio to deploy changes.
- D. Track manual changes in a spreadsheet

Answer: BC

NEW QUESTION 62

Cloud Kicks sales representatives are allowed to negotiate up to a 5% discount for the Shoe of the Month dub. Regional sales managers (RSMs) must approve discounts greater than 5%. Regional vice presidents (RVPs) also must approve discounts greater than 10%. Which two steps should a consultant recommend to satisfy these requirements? Choose 2 answers

- A. Create two Approval Processes, one with the RSM and one with the RVP.
- B. Use Process Builder to send an approval Task and email to the RSM and RVP.
- C. Use Process Builder to automatically submit approvals over a 5% discount.
- D. Create a two-step Approval Process with the RSM and RVP as approvers.

Answer: AD

NEW QUESTION 67

The Cloud Kicks sales team collaborates on opportunities which help them close more deals. What should the consultant configure to allow contributing sales team members to share in the revenue from closed opportunities?

- A. Enable Opportunity Splits from Setup.
- B. Add the Opportunities to a Campaign
- C. Add the contributors to the Opportunity's Contact role related list.
- D. Create Quick Actions to create child Opportunities.

Answer: A

NEW QUESTION 72

During the requirements gathering workshops at Cloud Kicks, the project team and subject matter experts bring up new ideas to incorporate into the current project.

Which best practice should the consultant use to refocus the meeting and stay on topic?

- A. Tell key stakeholders that the team is focused on other ideas,
- B. Remind the team of the purpose and scope of this project.
- C. Incorporate the new ideas into the solution design.
- D. Invite only the subject matter experts to subsequent workshops.

Answer: B

NEW QUESTION 76

Cloud Kicks wants to enable representatives to view the individual team member's split percentage, where the split percentage is less than 100% of the revenue amount.

Which attribution method should the consultant recommend?

- A. Opportunity Percent field
- B. Opportunity Overlay Split
- C. Opportunity Currency field
- D. Opportunity Revenue Split

Answer: A

NEW QUESTION 78

The admin at uBHMBon tamers has been getting complaints from sales reps about duplicate Leads ... Salesforce. The admin has already set up a matching rule for Leads.

What should the consultant recommend to resolve the issue?

- A. Confirm the standard matching rule is inactivated.
- B. Change the criteria for the standard Lead matching rule.
- C. Change the criteria for the standard Contact matching rule.
- D. Confirm the custom matching rule is activated.

Answer: D

NEW QUESTION 83

Universal Containers' sales operations team needs to provide visibility on sales pipeline changes on a monthly basis.

How should the consultant meet this requirement?

- A. Create an Opportunity History report for open pipeline Opportunities in a given date range.
- B. Create a custom pipeline date range field and display it on the Forecasting tab.
- C. Create a sales pipeline dashboard that includes filters for Opportunity date ranges.
- D. Create training on how to use date filters on reports to compare pipeline for different date ranges.

Answer: C

NEW QUESTION 85

The Universal Containers sales team wants to easily show Account relationships to its sales reps and report on these relationship. Which two considerations should the consultant take into account? Choose 2 answers

- A. Account relationships are visible from Person Account records.
- B. A Person Account can be either a parent or child in the Account Hierarchy.
- C. Account Hierarchy displays only the Amounts users have Read permission to view.
- D. Accounts can be organized into different divisions based on specific criteria.

Answer: CD

NEW QUESTION 87

Cloud Kicks has identified the KPIs it wants to track for the year. The inside sales team wants a visual way to see the team's progress for the year. What should the consultant recommend to meet the requirement?

- A. Modify a report based on KPIs.
- B. Set up a dashboard with the KPI reports.
- C. Set up a Path based on the KPIs.
- D. Install a KPI Tracker app from the AppExchange.

Answer: D

NEW QUESTION 89

The admin at Universal Containers is attempting to retire a Product, but they are receiving an error because the Product is associated to an Opportunity. What should the consultant recommend to resolve the issue most efficiently?

- A. Remove the related Product from all Opportunities and Quotes.
- B. Archive the Product or Price Book and each related Price Book entry.
- C. Edit the Product record and uncheck the Active field.
- D. Create a Flow to automatically delete the Product from the Price Book.

Answer: A

NEW QUESTION 90

Organization-wide default settings for Account is set to Private at Cloud Kicks- Users are unable to see each others accounts. When a Salesforce admin assigns User A as the owner of an opportunity related to User B's account, which additional access will User A gain?

- A. User A will have Read-Write access to the opportunity's Account and its related contact records.
- B. User A will have Read-Only access to the opportunity's Account record.
- C. User A will have Read-Only access to the opportunity's Account and its related contact records.
- D. User A will have Read-Write access only to the opportunity's Account record.

Answer: D

NEW QUESTION 92

The Universal Containers management team wants to help sales reps determine the right time to contact prospects. What should the consultant recommend to meet the requirement?

- A. Implement Sales Dialer and begin cold calling leads to request availability.
- B. Create a formula field to determine the prospects time zone.
- C. Configure Einstein Lead Scoring to determine the best time to make contact.
- D. Enable Email Tracking with reporting and activity timeline.

Answer: D

NEW QUESTION 97

The sales team at Cloud Kicks has been late meeting deadlines on a specific project and has missed multiple project meetings. What should the consultant recommend to the project manager?

- A. Revisit the communication plan and set up more frequent touch points with the customer.
- B. Setup a requirements workshop and get sign-off.
- C. Write a solution design and get sign-off so the build phase can start.
- D. Ask what the customer would like the solution to be and demo it to them at the end of the build phase.

Answer: A

NEW QUESTION 100

Cloud Kicks requires its sales associates to record all customer interactions within Salesforce. Which sales metric can a sales manager at Cloud Kicks use to

monitor and reinforce its sales strategy?

- A. Close Rate
- B. Renewal Rate
- C. Forecast Accuracy
- D. Activity Tracking

Answer: D

NEW QUESTION 101

Cloud Kicks uses Salesforce in Lightning Experience to manage business Accounts and Person Accounts. The sales director wants to associate Person Accounts to business Accounts and/or Contacts.

Which Salesforce feature should the consultant recommend to meet these requirements?

- A. Use a junction object between Accounts and Contacts.
- B. Use the Contacts to Multiple Accounts feature.
- C. Create a custom lookup from Accounts to Contacts.
- D. Create a reverse lookup from Contacts to Accounts.

Answer: B

NEW QUESTION 106

Cloud Kicks rents its sales operations team to place orders for United States customers in Sales Ootid. The sales ops team needs to calculate sales tax on the orders. Sales tax is a complex calculation based on tax law that may change at any time.

What should the consultant recommend to meet the requirement?

- A. A formula field on the Order object
- B. An app from the AppExchange
- C. A screen flow for orders
- D. A spreadsheet with formulas

Answer: B

NEW QUESTION 111

A consultant is beginning a new project with Cloud Kicks to implement collaborative forecasting. What should the consultant use to gather requirements using an Agile methodology?

- A. Linear process
- B. Quip spreadsheet
- C. User stories
- D. Forecast hierarchy

Answer: D

NEW QUESTION 113

An executive at Cloud Kicks (CK) has asked its admin to create a diagram to show the high-level process areas within the business. CK plans to use the diagram to show the context of a new area of the business within the overall business. What should the admin create to meet this requirement?

- A. Suppliers, Imports, Processes, Outputs, Customers (SIPOC) Diagram
- B. Strengths, Weaknesses, Opportunities, Threats (SWOT) Diagram
- C. Value Stream Map
- D. Capability Model

Answer: A

NEW QUESTION 118

Cloud Kicks' sales productivity is on the decline, while its competitors are more successful. The consultant has suggested Einstein Opportunity Insights. Which three insights can this provide? Choose 3 answers

- A. Opportunity Representative Score
- B. Sentiment Analysis
- C. Follow-up Reminders
- D. Deal Prediction
- E. Key Moments

Answer: CDE

NEW QUESTION 122

Access to opportunities at Cloud Kicks should be restricted. Sales users should only have access to two categories of opportunities: opportunities they own, and opportunities that are tied to accounts they own.

What are two actions a consultant can take to meet the requirement? Choose 2 answers

- A. Set opportunity access on the role to View All opportunities associated with their accounts.
- B. Set organization-wide defaults for opportunities to Private.
- C. Set Territory Management to grant Read access to opportunities owned by others.
- D. Set organization-wide defaults for opportunities to Public Read-Only.

Answer: AB

NEW QUESTION 126

Cloud Kicks (CK) wants to ensure Opportunity are associated with the relevant marketing Campaign In the past, CK has struggled to evaluate marketing Campaign ROI.

Which process improvement should the consultant recommend?

- A. Validate that the Primary Campaign Source field on Opportunity records is populated.
- B. Leverage the Probability(%) field on Opportunities to forecast revenue.
- C. Ensure the Opportunity is associated with an Account record.
- D. Ensure the Type field on Opportunities reflects the Campaign source.

Answer: B

NEW QUESTION 128

Sales managers at Cloud Kicks have noticed that information in some opportunity reports is incomplete. A consultant has performed an analysis and determined that opportunity stage reports often lack key information that sales managers expect at each stage because sales reps have yet to enter the data.

What should the consultant recommend so opportunity stage reports always contain the data managers expect?

- A. Create an Auto launched flow to determine if required fields are missing.
- B. Mark the fields as required on the Page layout.
- C. Customize Path and create validation rules dependent on stages.
- D. Configure Path by checking the Key Field Required checkbox.

Answer: C

NEW QUESTION 130

A customer notices a large increase in leads created overnight which exceed the daily limits. Upon examination, the leads appear to be created by bots. The Customer uses a standard web-to-lead form without safeguards in place to limit spam on forms.

What should the consultant recommend as the first line of defense before republishing the form?

- A. Select Require reCAPTCHA Verification in Web-to-Lead settings
- B. Use a custom Web-to-Lead alternative with built-in protection.
- C. Use an AppExchange package to add a honeypot field.
- D. Engage the web services team to write custom CSS for the form.

Answer: A

NEW QUESTION 131

In the Discovery phase of a Sales Cloud implementation, what are three effective ways a consultant can determine the design of the system? Choose 3 answers

- A. Schedule training.
- B. Establish performance benchmarks.
- C. Observe end users.
- D. Administrator a survey.
- E. Host a focus group.

Answer: BDE

NEW QUESTION 134

Prospects at Cloud Kicks are exposed to many different marketing activities. In most cases, a combination of several different activities result in a successful sale. How should the consultant configure Salesforce to track which marketing activities influenced the customer to make a purchase?

- A. Implement Customizable Campaign Influence.
- B. Create a junction object between Campaign and Opportunity.
- C. Use Surveys to request the information from the customer.
- D. Make the Primary Campaign Source required.

Answer: B

Explanation:

Creating a junction object between Campaign and Opportunity is the best way to track which marketing activities influenced a customer to make a purchase. This junction object will allow you to track the influence of multiple Campaigns on a single Opportunity, which can be used to gain insights into which Campaigns are most effective.

NEW QUESTION 136

Sales reps at Universal Containers (UC) want to know when a customer or prospect Contact opens an email, they sent so they can follow up with the Contact shortly afterward. Which tool should a consultant recommend to meet the requirement?

- A. Outlook Desktop Integration
- B. Einstein Activity Capture
- C. High Velocity Sales
- D. Salesforce Inbox

Answer: B

NEW QUESTION 141

Cloud Kicks wants to utilize Opportunities to report and track subscriptions to its Shoe of the Month club. Subscribers can make a single payment or pay weekly, monthly, or quarterly.

Which solution should the consultant recommend to meet the requirement?

- A. Enable schedules on the Product object.
- B. Activate schedules on the Opportunity object.
- C. Implement contracts with a lookup to the Opportunity object.
- D. Configure assets with a lookup to the Opportunity object.

Answer: A

NEW QUESTION 145

Cloud Kicks wants to implement team selling to share differing levels of access to Accounts and associate records, such as opportunities, contracts, and case, based on team member responsibilities.

Which capability should the consultant recommend?

- A. Opportunity Teams
- B. Role hierarchy
- C. Account Teams
- D. Sharing rules

Answer: C

NEW QUESTION 149

Northern Trail Outfitters finished implementing Sales Cloud for a mid market sales team. Sales management wants to track data trends and adoption.

What should the consultant recommend to measure core Sales Cloud record data?

- A. Adoption Dashboards Pack
- B. User Login Report
- C. System Overview Page
- D. Salesforce Optimizer

Answer: A

NEW QUESTION 150

Multiple sales reps work together to close opportunities at Good Kicks. Management needs to know how much each sales rep receives on opportunities they close to maintain accurate quota reports.

Which solution should a consultant recommend to meet the requirement?

- A. Set the organization-wide sharing default for the Opportunity object to Private.
- B. Create custom fields on the Opportunity object for sales reps to enter a credit percentage.
- C. Enable Opportunity Spots and add the Opportunity Splits related list to Opportunity page layouts.
- D. Enable Opportunity Team Selling and create a report grouped by Opportunity team member.

Answer: C

NEW QUESTION 153

A small company has hired a consultant to plan its Sales Cloud implementation. The company wants to get up and running with Sales Cloud right away. The deadline has yet to be established, and the requirements still need to be defined.

Which project management methodology should a consultant recommend to ensure the implementation is successful?

- A. Six Sigma
- B. Waterfall
- C. Prince2
- D. Agile

Answer: D

NEW QUESTION 154

Each year, representatives from Universal Containers attend two major industry conferences that generate a large volume of leads. A few months after leads have been converted to opportunities, the team wants to determine the return on investment (ROI) for each industry conference.

Which solution should the consultant recommend?

- A. Create the Campaigns related list on the Lead page layout, and associate new leads with a Campaign.
- B. Create a multi-select picklist, and ask representatives to select which conference (s) influence the lead.
- C. Create industry events as Campaigns, add leads as Campaign Members, and utilize Customizable Campaign influence.
- D. Create a Slack channel for each industry conference and mention this channel on all new leads.

Answer: B

NEW QUESTION 156

A consultant is implementing a new instance of Sales Cloud for Cloud Kicks (CK).

CK has a global sales presence that supports a customer base throughout the world. CK wants to set up an appropriate structure to track customers with subsidiaries.

Which approach should the consultant recommend meeting the requirement?

- A. Location-specific Account structure with Account Hierarchies
- B. Global Contact structure that links all Contacts with one global Account
- C. Location-specific Account structure without Account Hierarchies
- D. Global Account structure that links all Contacts with one global Account

Answer: A

NEW QUESTION 157

Cloud Kicks (CK) uses Collaborative Forecasts and has a custom currency field, Discount, on Opportunity that allows sales reps to record when they give a discount on an opportunity. CK just added a new business unit to Salesforce. Managers in the new business unit report that their forecasts are accurate but they are unable to see the discount amount in the Opportunity list in Collaborative Forecasting. What should a consultant do to resolve the issue?

- A. Add a new discount field for the new business unit.
- B. Check the field level security for the managers' profile.
- C. Add the Discount field to the Sales Path for the managers.
- D. Use a validation rule to ensure that a discount is entered.

Answer: B

NEW QUESTION 158

Cloud Kicks likes to have its supervisors coach the consultants based on the call transcripts. Which Salesforce product should the consultant recommend?

- A. Salesforce Service Cloud
- B. Salesforce native CTI Connector
- C. Salesforce High Velocity Sales
- D. Salesforce Sales Cloud

Answer: C

NEW QUESTION 163

Good Kicks has the goal of generating high-quality leads by implementing Sales Cloud. Which metrics should the consultant analyze to determine the success of this goal?

- A. Total number of Leads created by a Sales Rep
- B. Lead to Opportunity Conversion Rate
- C. Lead to Quote Conversion Rate
- D. Total number of Leads by source

Answer: B

NEW QUESTION 167

The project is almost finished, and now it's time to test the changes and updates that have been made before go-five. Cloud Kicks does not have a Partial or Full Sandbox. How should the consultant recommend testing be conducted?

- A. Create a new Sandbox, populate it with data, and ask volunteers to test it with use cases.
- B. Create test Accounts and Opportunities in Production and ask volunteers to test it with use cases.
- C. Create a new Developer Edition org, populate it with data, and ask volunteers to test it with use cases.
- D. Create a new Sandbox and ask volunteers to test it with use cases.

Answer: A

NEW QUESTION 170

Access to opportunities at Cloud Kicks should be restricted. Sales users should only have access to two categories of opportunities: opportunities they own, and opportunities that are tied to accounts they own.

What are two actions a consultant can take to meet the requirement? Choose 2 answers

- A. Set Territory Management to grant Read access to opportunities owned by others.
- B. Set opportunity access on the role to view all opportunities associated with their accounts.
- C. Set organization-wide defaults for opportunities to Private.
- D. Set organization-wide defaults for opportunities to Public Read-Only.

Answer: BC

NEW QUESTION 175

A consultant has conducted Discovery sessions with Cloud Kicks stakeholders and is ready to start gathering user cases for Sales Processes.

Which two groups should provide content for the use cases? Choose 2 answers

- A. Sales reps
- B. Executives
- C. Finance team
- D. Sales operations

Answer: AD

NEW QUESTION 179

Cloud Kicks is migrating from its current CRM application to Salesforce in phases across various regions. The current CRM application manages customer and pipeline information that resides in a legacy back-end application which needs to be migrated to Salesforce. Which approach should the consultant use for the source data migration?

- A. Migrate all Contacts, then Opportunities, and then Accounts from the legacy back-end application.
- B. Migrate all Accounts, then Contacts, and then Opportunities from the legacy back-end application.
- C. Migrate all Opportunities, and then associate Accounts and Contacts from the current CRM application.
- D. Migrate all Contacts, then Accounts, and then Opportunities from the current CRM application.

Answer: B

NEW QUESTION 182

Cloud Kicks has recently rolled out Lightning Experience and uses an ERP system as its system of record for customers. When a new Account has its first closed/won opportunity, the ERP system should immediately update with information from the account, contact, and opportunity records related to the Account to record a new customer.

Which option should the consultant recommend to meet the requirement?

- A. Identify AppExchange products that can be deployed to update the ERP with opportunity, account, and contact information from Salesforce.
- B. Configure Outbound message to publish the opportunity wins and update the ERP with opportunity, account, and contact information from Salesforce.
- C. Implement Platform Events to publish opportunity wins to the ESB, which will call back for account, contact, and opportunity information and automatically update the ERP accordingly.
- D. Use enterprise ETL tools to extract closed/won opportunities from Salesforce and update the ERP with opportunity, account, and contact information from Salesforce.

Answer: B

NEW QUESTION 187

Cloud Kicks currently supports three business lines within a single Salesforce instance:

Running, Athleisure, and Celebrity Co-Branded. The VP of Athleisure controls a large budget and is often able to re-prioritize business stories and 'shadow projects' into releases ahead of other groups.

This topic comes up frequently and often details the monthly project management meeting, which limits the amount of time available to cover other critical topics.

Which two strategies should the consultant recommend to address these issues? Choose 2 answers

- A. Create a weekly All-Hands call, including business and technology resources, to review direction and priority of development.
- B. Divide the development team into three units/tracks to support each line of business independently.
- C. Propose a monthly executive steering committee to manage budget, handle direction questions, and ensure development capacity is split equitably
- D. Change the project management meeting to weekly, and keep the focus on action items, project risks, and resource requests.

Answer: AB

NEW QUESTION 191

What are two capabilities of Data Loader? Choose 2 answers

- A. Extracts organization and configuration metadata
- B. Prevents importing duplicate records
- C. Exports field history data
- D. Runs one-time or scheduled data loads

Answer: CD

NEW QUESTION 196

During the last requirements meeting, Cloud Kicks team members said they will be taking the next week off to attend a conference.

What should a consultant do in response to this news?

- A. Ask the client to sign off on requirements and start the build.
- B. Update the solution design while the team is out of the office.
- C. Set up two requirements workshops for the following week.
- D. Update the project plan and communicate it to stakeholders.

Answer: D

NEW QUESTION 197

Universal Containers is growing its international business. Domestic account executives believe that the standard price book has become difficult to use because there are too many records reflecting different currencies and country-specific product variations.

What should the consultant recommend to improve usability for account executives?

- A. Create product families to enable users to filter by continent and country.
- B. Use custom price books for domestic and international customers.
- C. Use separate product catalogs for domestic and international customers.
- D. Update the product naming conventions to include the currency in the product name.

Answer: B

NEW QUESTION 200

A consultant for Cloud Kicks is migrating data from an on-premise system to Salesforce. The consultant has imported.

Account records, and is attempting to import the associated Contacts using Data Loader, but the import has failed records. The error messages all read UNABLE TO LOCK ROW,

What could be causing these records to fail?

- A. Updates to child records that have the same parent records are being processed simultaneously.
- B. Contact records should be imposed in the same data batch as Account records.
- C. An Apex Trigger on the Account object is firing on insert and causing the Contact import to fail.
- D. The consultant has incorrect permissions to import data using Data Loader.

Answer: A

Explanation:

The most likely cause of the records failing is that updates to child records that have the same parent record are being processed simultaneously. This can cause the records to fail because child records must be imported after the parent records have been imported, and if the parent record is being updated at the same time as the child records, the import will fail. The other options are not likely to be the cause of the failed import.

NEW QUESTION 203

Cloud Kicks' (CK) marketing department is migrating from its email campaign and management system to Salesforce. The marketing admin wants to ensure that CK's email templates are retained.

Which two solutions should a consultant recommend for a successful migration? Choose 2 answers

- A. Import email templates with the Data Loader.
- B. Manually recreate the email and mail merge templates in Salesforce.
- C. Create an Email template change set or use the Lightning Platform.
- D. Enable Email Import and use the Import Wizard

Answer: AB

NEW QUESTION 204

Cloud Kicks (CK) recently finished a redeployment of its Lightning pages. CK users report that Lightning pages are loading slowly CK management wants to consider the impact this has on adoption.

Which two tools should the consultant recommend that CK use to evaluate lightning pages? Choose 2 answers

- A. Guidance for App Builder
- B. Lightning usage App
- C. Performance Analysis for App Builder
- D. Real-Time Event Monitoring

Answer: BC

NEW QUESTION 208

Cloud Kicks has configured Einstein Activity Capture (EAC) for email and is waiting to deploy it. In the meantime, a consultant is preparing training to help end users get up to speed on the product.

Which two points should the consultant include in the training information? Choose 2 answers

- A. Users can choose to show emails added via EAC in the Related Lists activities view.
- B. Users must connect an email account to Salesforce and agree to terms before they can send emails in Lightning.
- C. Users can set their Excluded Addresses list which takes priority over the global Excluded Addresses list.
- D. Users can share individual emails or make them private.

Answer: AB

Explanation:

Einstein Activity Capture (EAC) allows users to store emails and attachments in Salesforce and have them visible in the Activity Timeline and Related Lists. Users can choose to show emails added via EAC in the Related Lists activities view.

To use Einstein Activity Capture, users must connect their email accounts to Salesforce. They must also agree to the terms of the service provider before they can send emails in Lightning.

NEW QUESTION 213

Sales reps at Cloud Kicks (CK) need to see the Opportunity amount with the Account's discount field. CK sales reps are located in different regions and use different currencies. A consultant creates a custom formula field on the Opportunity.

Which currency will the custom formula use for its value if the opportunity and account records have different currencies?

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

Answer: C

NEW QUESTION 215

Cloud Kicks has requested a Statement of Work (SOW) that clearly states who will train users on new features and how the training will be delivered.

Which two sections of a SOW should the consultant discuss further with Cloud Kicks to meet the requirement?

Choose 2 answers

- A. Approach
- B. Scope
- C. Background
- D. Terms and Conditions

Answer: AB

NEW QUESTION 220

Sales managers at Cloud Kicks need to visualize all open opportunities based on the location of the related Account. Which solution should a consultant recommend?

- A. Using Tableau CRM, import a data lens with the State and City for all opportunities.
- B. Enable Location Services and add the Account Address field to the Opportunity page layout.
- C. Create a dashboard that uses a report grouping opportunities by Account.
- D. Using Salesforce Maps, configure a Data Layer showing open opportunities.

Answer: D

NEW QUESTION 224

Universal Containers continues to see substantial growth year-over-year. Outside sales reps think their territories are too dense to cover adequately. Leadership has decided to modify the existing sales territories and hire additional staff to make the account allocations more manageable. Some states will change from one territory to two or more smaller territories. In these instances, accounts will need to be reassigned to new territories. Sales operations wants to review the territory account assignments and verify the accuracy before the changes are reflected in Sales Cloud. How should the consultant show sales operations what the data will look like after the change?

- A. Use Tableau to geocode account addresses and display on a territory map.
- B. Install the Territory Management Reporting Pack from the AppExchange.
- C. Run the updated assignment rules in planning State and view the accounts on the territory detail page.
- D. Use Data Loader to export the accounts and make updates in Google Sheets.

Answer: C

NEW QUESTION 227

Cloud Kicks (CK) has a private Opportunity sharing model and leverages Opportunity teams to extend sharing. Occasionally, a team member's access needs to be removed due to changes in sales structure. How can CK revoke Opportunity team access on an ad-hoc basis?

- A. REVISE
- B. REVISE
- C. Remove the user's Opportunity team member.
- D. Remove the Opportunity team related list from page layouts.

Answer: C

NEW QUESTION 231

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