Sales-Cloud-Consultant Dumps

Certified Salesforce Sales Cloud Consultant

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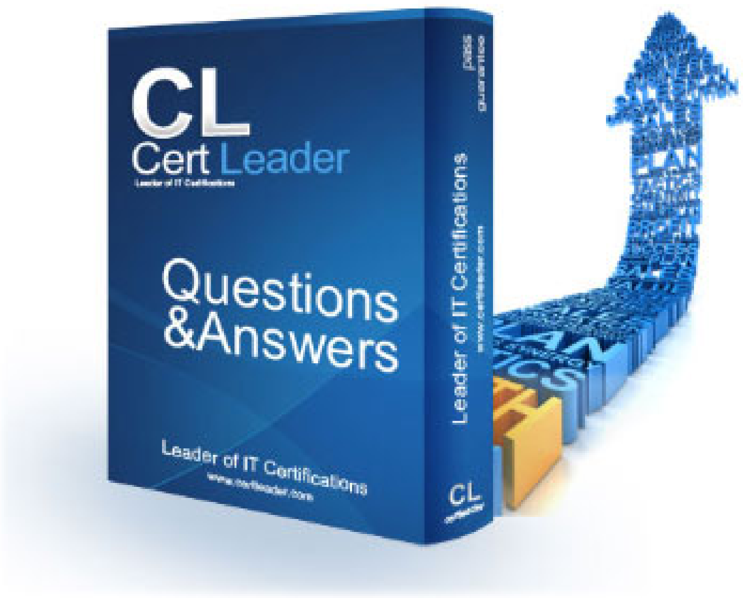

NEW QUESTION 1
- (Exam Topic 1)
Universal Containers (UC) created a new mobile app that enables customers to place orders and track fulfillment. UC wants to quickly embed customer service into the new mobile app. Which two features should be added to meet this requirement? Choose 2 answers

A. Salesforce Knowledgebase
B. Chatter Groups
C. Field Service Lightning
D. Service Cloud SOS

Answer: CD

NEW QUESTION 2
- (Exam Topic 1)
How can a Contact Center Manager see which Service Representatives have not accepted new Cases recently using the Lightning Service Console?

A. Omni-Channel Utility Component
B. Cases report sorted by Rep and Case Owner
C. Cases report sorted by Rep and Case CreatedDate
D. Omni-Channel Supervisor tab

Answer: D

NEW QUESTION 3
- (Exam Topic 1)
Universal Containers wants to provide a more consistent service experience to its customers and is evaluating the Service Cloud macro feature.
Which three configurations must be made? Choose 3 answers

A. Users must use Lightning Experience.
B. Publisher Actions used in the macros must be on the page layout.
C. The Macros widget or utility must be added to the console.
D. The Run Macros Permission must be granted to users.
E. The Run Macros Action must be on the page layout.

Answer: ABD

NEW QUESTION 4
- (Exam Topic 1)
A company would like to implement a solution that would hold service reps accountable to customer Service Level Agreements.
Which two steps should be completed to meet this request? Choose 2 answers

A. Enable Work Orders.
B. Create an Entitlement Process.
C. Set up Milestones.
D. Configure Service Contracts.

Answer: BC

NEW QUESTION 5
- (Exam Topic 1)
Universal Containers is using the Lightning Service Console for managing cases and wants to add a softphone to enable click-to-call capability.
Which three configurations are needed for the softphone to work in Salesforce? Choose 3 answers

A. Install an adapter from AppExdiange to work with third-party cn systems.
B. Enable Live Agent in their community to chat with an agent.
C. Assign the correct Salesforce users to the Call Center.
D. Create a softphone layout and assign to user profiles.
E. Assign the Salesforce CTI license to Salesforce users.

Answer: ACD

NEW QUESTION 6
- (Exam Topic 4)
Universal Containers would like to reduce the clicks a Customer Support Agents uses when working on a case. This includes the time it takes to create, resolve, and close the case. Which three Salesforce productivity features should be used to accomplish this requirement? Choose 3 answers

A. Publisher Actions
B. Chatter
C. Macros
D. Omni-Channel
E. Quick Text

Answer: ACE

NEW QUESTION 7

- (Exam Topic 4)
Universal Containers allows to its Sales Rep to negotiate up to 5% discount for their opportunities. Discount more than 5% must be send to their Regional Sale Manager (RSM) for the approval. Discount greater than 15% must be able to send to Regional Vice President (RVP) for the approval. What should a consultant recommended to meet these requirement?

A. Configure a workflow approval task and email to RSM and RVP.
B. Create two approval processes one for RSM and one for RVP.
C. Create two step approval processes for the RSM and RVP as approvers.
D. Configure an approval process for the RSM and workflow for the RVP.

Answer: C

NEW QUESTION 8
- (Exam Topic 4)
Universal Containers has a private sharing model for accounts and opportunities. As part of its sales strategy, each sales representative collaborates with the same set of individuals for each opportunity.
What should a consultant recommend to grant sales representatives the appropriate access to an opportunity?

A. Create a public group for each team and have the sales representatives configure his or her default opportunity team
B. Create a trigger for each sales representative that would automatically share the opportunity with his or her default opportunity team.
C. Enable Chatter and configure a customer Chatter group for the opportunity to allow collaboration on ideas.
D. Enable opportunity team selling and have each sales representative configure his or her default teams

Answer: D

NEW QUESTION 9
- (Exam Topic 4)
Nothern Trail Outfitters wants to link contacts with more than one account. What solution should be recommended if a contact is an employee in one account, and on the boards of three additional accounts?

A. Associate the contact to other accounts using a custom lookup field
B. Clone the contact record and add it to the second account
C. Enable contacts to multiple accounts feature
D. Add the contact to the partners related list on the second account

Answer: D

NEW QUESTION 10
- (Exam Topic 4)
Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four opportunities for the current quarter that are detailed below:
• $3,500 opportunity in the Best Case forecast category
• $2,000 opportunity in the Commit forecast category
• $1,000 opportunity that has been closed/won
• $1,000 opportunity that has been lost
What are the sales representatives Best Case forecast for the current quarter?

A. $2,000
B. $5,500
C. $3,500
D. $6,500

Answer: D

NEW QUESTION 10
- (Exam Topic 4)
Universal Containers is implementing an entitlement process in its contact center to gain better visibility into how well the company is delivering on customer service level agreements (SLAs). Which two approaches can be used to accomplish this goal? Choose 2 answers

A. To Display whether a case response complies with a customer's service level agreement.
B. To monitor the case escalation rule queue to confirm service levels are met.
C. To represent metrics such as first-response and resolution time on cases.
D. To identify the customer contact associated with a particular stage of a service contract.

Answer: AC

NEW QUESTION 15
- (Exam Topic 4)
The Sales Director at Cloud Kicks mandated that implementing logic and automation to quality top leads is priority. Cloud Kicks fully leverages Sales Cloud and has significant data points captured on converted Leads and closed won Opportunities for the past four years.
Which two actions can the Consultant first take to ensure a best practices implementation? Choose 2 answers

A. Review converted Lead data with Sales and Marketing leaders to understand the interaction patterns that led to conversion.
B. Begin with recommended base Lead Score of 100. After a predetermined amount of time, evaluate the results and adjust the Score accordingly.
C. Begin with the recommended base Lead Grade of B-. After a predetermined amount of time, evaluate the result and adjust the Grade accordingly.
D. Work with subject matter experts to define the key attributes of te ideal customer for Cloud Kicks' products.
E. Configure a qualification screen-based flow to assist Sales Reps in quickly determining which Leads are high priority.

Answer: BC

NEW QUESTION 19
- (Exam Topic 4)
Historically, UC has sold to shipping department contacts within its customer and prospect accounts. It recently launched a new product line that will appeal to operations department contacts. What data enrichment can Data.com provide UC to expand its sales network? Choose 2 answers

A. Add operations leads and opportunities
B. Append qualification scores to operations leads
C. Add new operations prospect accounts

Answer: AB

NEW QUESTION 23
- (Exam Topic 4)
Universal Containers does not have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, there has been an increased volume of leads. However, the Vice President of Channels has been receiving many complaints from partners on the poor quality of the leads and has noticed a significant drop in the lead conversion rate. What should a consultant recommend to improve partner satisfaction with the leads being shared?

A. Use the lead Score on the find duplicates button and assign the leads with a score in the high category
B. Create multiple validation rules to ensure that all fields on the lead record are populated with data
C. Assign all leads to the partner channel manager to validate the lead data and manually assign to partners
D. Create a custom lead score field to assess lead quality and assign the leads that exceed the score to partners

Answer: D

NEW QUESTION 26
- (Exam Topic 4)
The VP of Service at Universal Containers is looking for ways to reduce contact centers costs. Which two metrics should the Consultant recommend? Choose 2 answers

A. Average Handle Time
B. Service-Level Agreements
C. First Call Resolution
D. Time to Answer

Answer: AC

NEW QUESTION 30
- (Exam Topic 3)
A strong pipeline requires greater visibility. Which of the following example describes a need for greater visibility?

A. Leads are qualified but not routed to the right people
B. Campaigns are launched without communicating the follow-up plan
C. Leads are tracked in separate systems, not accessible by all
D. As business matures, it becomes difficult to identify right prospects

Answer: C

NEW QUESTION 31
- (Exam Topic 4)
88. Universal containers has an extensive distributor and reseller community. To help manage this partner network, the company is implementing a partner portal. What must be considered when setting up partner users? Choose 2 answers

A. Partner users are associated with the same set of profiles as internal users.
B. Partner users cannot receive emails generated through workflow action...3
C. The sharing model should be re-evaluated when the partner community.
D. Partner user can own account and opportunity records in salesforce.

Answer: AC

NEW QUESTION 34
- (Exam Topic 4)
Sales management at Universal Containers would like to track the following information:
* Number of open opportunities in the current quarter by sales representative
* Number of closed opportunities in the last quarter by sales representatives What should a consultant recommend to meet these requirements?

A. Create an analytic snapshot
B. Create a joined report.
C. Create a dynamic dashboard
D. Create a summary report with cross filters

Answer: B

NEW QUESTION 37

- (Exam Topic 4)
The Cloud Kicks Sales Support team manually enters leads into Salesforce throughout the week. It was discovered that many of the leads already exist as Contacts in the system based on matching email address.
This has resulted in high volume of unconverted leads.
Which solution should be used to identify and block future duplicates from being created?

A. Create a process builder and flow that emails the user of a potential duplicate Contact when a Lead is created.
B. Build a report that groups leads by email address to identify and merge duplicates
C. Use Dataloader to import the leads each week instead of entering leads individually.
D. Activate the Standard Lead Duplicate Rule that matches on both Lead and Contact.

Answer: D

NEW QUESTION 42
- (Exam Topic 4)
What solution would you recommend to track the quantity and quality of leads that are passed from marketing to sales within UP? Choose two answers

A. Create a custom report to calculate percentage of dead leads
B. Create a custom report to calculate lead conversion ratio
C. Create a custom report to calculate leads created per calendar year
D. Use a standard report to calculate the number of leads by lead source

Answer: AB

NEW QUESTION 45
- (Exam Topic 4)
Universal Containers is developing its strategy for supporting their customers on social media sites. The company's requirements include the ability to: - Monitor Facebook fan page for new posts and comments from customers - Link new posts and comments to an existing customer record - Respond to posts from the existing Salesforce Console for Service - Create and link social personas to contacts What should a consultant recommend to meet these requirements?

A. Enable Salesforce social profile on contacts
B. Enable Social Customer Service
C. Integrate facebook to its existing Customer Community
D. Create a Force.com app for Facebook monitoring

Answer: A

NEW QUESTION 49
- (Exam Topic 3)
A strong pipeline requires trusted data. Which of the following example describes a need for trusted data?

A. Leads are qualified but not routed to the right people
B. Campaigns are launched without communicating the follow-up plan
C. Leads are tracked in separate systems, not accessible by all
D. As business matures, it becomes difficult to identify right prospects

Answer: D

NEW QUESTION 52
- (Exam Topic 3)
Competitor is beating us out of deals. Where to track competitor product info?

A. Product
B. Opportunity
C. Opportunity product
D. Asset

Answer: A

NEW QUESTION 53
- (Exam Topic 3)
Sales rep @ UC collaborates with ABC company on opportunity to sell to XYZ Company. ABC Co has been added to partner related list on the opportunity. What will automatically happen? Choose 2 answers:

A. Partner record added to ABC account
B. Partner record added to XYX account
C. Sales team membership granted to ABC Co
D. Partner portal access granted to ABC Co

Answer: CD

NEW QUESTION 58
- (Exam Topic 3)
Arrange the steps to set a pass code, in the correct order (using Salesforce Classic).

A. Enter your pass code again for confirmation
B. Enter your pass code when prompted to create a pass code

C. Ensure that the Salesforce Classic application is installed and all your Sales force records are downloaded to your device

Answer: ABC

NEW QUESTION 60
- (Exam Topic 3)
Who has permission to edit a Chatter profile?

A. An Administrator
B. An individual user
C. A user's manager
D. Profiles are not editable

Answer: B

NEW QUESTION 61
- (Exam Topic 3)
Most common integrations in a marketing organization take place when...

A. Lead Generation
B. Lead Qualification
C. Revenue Management (forecasting)
D. Campaign Management

Answer: A

NEW QUESTION 63
- (Exam Topic 3)
What are the factors that influence sales metrics drive KPI's and form key business challenges?

A. Weak pipeline
B. Low productivity (sales rep)
C. Poor predictability (forecast)
D. Ineffective selling

Answer: A

NEW QUESTION 68
- (Exam Topic 3)
Which of the following is a typical challenge for a sales organization? (Select all that apply)

A. Optimizing lead management
B. Driving more business
C. Improving sales rep productivity
D. Complete visibility
E. Poor customer satisfaction

Answer: ACD

NEW QUESTION 72
- (Exam Topic 3)
Which statements about the Salesforce Classic Mobile application are true? (Select all that apply)

A. It is a server application
B. It provides mobile access to data, tasks, and calendar
C. It works only when a smart phone is connected to a wireless network
D. It downloads relevant data for standard Salesforce objects and custom objects

Answer: BD

NEW QUESTION 75
- (Exam Topic 3)
ACampaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report justifies the spend on programs?

A. VP Marketing
B. BI/Analytics
C. Marketing Executive
D. Campaign Manager

Answer: A

NEW QUESTION 79
- (Exam Topic 3)

Which of the following are the main challenges that affect Sales Rep productivity? (Select all that apply)

A. Lack of motivation
B. Tedious data entry process
C. Difficulty in finding information
D. Not enough leads from marketing
E. Difficulty in keeping client data current
F. Having to create reports manually

Answer: BCEF

NEW QUESTION 80
- (Exam Topic 3)
Which option best identifies with the Chatter Home Page?

A. Everyone can see what you post her
B. Displays posts from everyone you're following.
C. Everyone can see what you post her
D. Only displays posts directed to you.
E. Only users with access rights can view or post here.

Answer: A

NEW QUESTION 84
- (Exam Topic 3)
Which task should be included in a business continuity plan for a contact center? (There are three correct answers.)

A. Route cases to agents in an alternate center.
B. Disable the Interactive Voice Response (IVR) system.
C. Deliver training on case handling for contingent staff.
D. Update the case status field values.
E. Monitor service level agreements (SLAs) and notify customers.

Answer: ACE

NEW QUESTION 86
- (Exam Topic 3)
What should you keep in mind when designing a solution to improve Sales Rep productivity? (Select all that apply)

A. Links may be confusing; use them sparingly
B. Including App Exchange mash-ups may slow down Sales Reps
C. Information should be entered only once
D. Finding information should only be a few clicks away

Answer: CD

NEW QUESTION 87
- (Exam Topic 3)
A strong pipeline requires sales and marketing alignment. Which of the following example describes a need for sales and marketing alignment?

A. Leads are qualified but not routed to the right people
B. Campaigns are launched without communicating the follow-up plan
C. Leads are tracked in separate systems, not accessible by all
D. As business matures, it becomes difficult to identify right prospects

Answer: B

NEW QUESTION 92
- (Exam Topic 3)
How do you ensure that products can’t be removed from an opportunity after it reaches a certain stage? Choose 2 answers:

A. Validation rule on opportunity product
B. Enable audit trail
C. Update record type & page layout to remove ability to add product
D. Validation rule to ensure rollup summary field on opportunity doesn’t change

Answer: AD

NEW QUESTION 96
- (Exam Topic 3)
Which option best identifies with the Chatter Record Page?

A. Everyone can see what you post her
B. Displays posts from everyone you're following.
C. Everyone can see what you post her
D. Only displays posts directed to you.
E. Only users with access rights can view or post here.

Answer: C

NEW QUESTION 97
- (Exam Topic 3)
The native mass email functionality is not recommended for marketing.

A. True
B. False

Answer: A

NEW QUESTION 99
- (Exam Topic 3)
Universal Containers is designing a contact center that will store 20 million cases. Of those, 5 million will need to be accessed for reporting and search. Which approach will ensure best system performance? Chose 3 answers:

A. Custom indexes
B. Tiered data strategy
C. Record types
D. Division
E. Custom search

Answer: ABD

NEW QUESTION 103
- (Exam Topic 3)
Which of the following descriptions best describe Data.com?

A. A tool for extending pricing proposals to customers
B. A content management tool for users who seek information
C. A library that allows access to documents
D. A collaboration tool
E. A data enrichment tool that maintains updated data

Answer: E

NEW QUESTION 107
- (Exam Topic 3)
Planning an implementation – what should be included in end user support plan – choose 2 answers:

A. Meeting schedule to review open issues
B. Process for users to report issues
C. Communication to customers about potential issues
D. 24x7 IT support

Answer: AB

NEW QUESTION 112
- (Exam Topic 3)
Which of the following descriptions best describe Content?

A. A tool for extending pricing proposals to customers
B. A content management tool for users who seek information
C. A library that allows access to documents
D. A collaboration tool
E. A data enrichment tool that maintains updated data

Answer: C

NEW QUESTION 114
- (Exam Topic 3)
A strong pipeline requires faster response. Which of the following example describes a need for faster response?

A. Leads are qualified but not routed to the right people
B. Campaigns are launched without communicating the follow-up plan
C. Leads are tracked in separate systems, not accessible by all
D. As business matures, it becomes difficult to identify right prospects

Answer: A

NEW QUESTION 115
- (Exam Topic 3)
Which of the following descriptions best describe Chatter?

A. A tool for extending pricing proposals to customers

B. A content management tool for users who seek information
C. A library that allows access to documents
D. A collaboration tool
E. A data enrichment tool that maintains updated data

Answer: D

NEW QUESTION 120
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "Integration"

A. Brian wants to consolidate all his accounts from several systems.
B. Bill wants to load 20,000 lead records.
C. Becky wants to load all her 65,000 contact records.
D. Bob wants to load a single account record.
E. Berta wants to keep a separate system as her "system of record"

Answer: E

NEW QUESTION 122
- (Exam Topic 3)
What should you do when migrating Opportunities?

A. Determine if you need to load owner who are not current users
B. Always load all owners, including those who are not current users
C. Only load owners who are current users
D. Load all available data, including owners

Answer: A

NEW QUESTION 125
- (Exam Topic 3)
Universal Containers plans to deploy the new Service Cloud console to its support team. Which steps should be considered in deployment? (There are three correct answers.)

A. Customize highlight panels for all objects.
B. Set up interaction logs and assign them to user profiles.
C. Assign users the Service Cloud User feature license.
D. Set up users and assign them to a queue.
E. Customize case list views.

Answer: ABC

NEW QUESTION 126
- (Exam Topic 3)
Universal Containers plans to migrate data into Salesforce from a legacy system. Which step should be taken before performing the data migration? Choose 2 answers:

A. Perform data cleansing
B. Enable data validation rules
C. Develop data map
D. Normalize database

Answer: AC

NEW QUESTION 128
- (Exam Topic 2)
Which of the following statements are true about an end user's forecast? (Select all that apply)

A. Is updated in the system every evening at 5 pm
B. This aggregate can be dollars of revenue
C. This aggregate can be units of products
D. This aggregate can be both dollars or revenue and units of products
E. Rolls up according to the forecast hierarchy

Answer: BCDE

NEW QUESTION 131
- (Exam Topic 2)
Your commit summary says you can bring in $1,000 this period but you've just gotten a verbal approval on a deal for $500 from a CEO. What should you do?

A. Nothin
B. It's ok if the forecast is inaccurate
C. Override the opportunity and move the stage to commit, making the forecast more realistic
D. Override the forecast summary for your commit

Answer: B

NEW QUESTION 134
- (Exam Topic 2)
Choose the correct statement.

A. Any salesperson can change their quota at any time.
B. Only users with the appropriate permissions can change their quota.

Answer: B

NEW QUESTION 136
- (Exam Topic 2)
Your client is using Account data that is old. How can you help?

A. Enhance Account content with data.com
B. Use Account Merge utility
C. Change you data migration plan for Accounts
D. Re-load all Account records

Answer: A

NEW QUESTION 139
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "ETL Tool"

A. Brian wants to consolidate all his accounts from several systems.
B. Bill wants to load 20,000 lead records.
C. Becky wants to load all her 65,000 contact records.
D. Bob wants to load a single account record.
E. Berta wants to keep a separate system as her "system of record"

Answer: A

NEW QUESTION 140
- (Exam Topic 2)
How can end users work with Salesforce for Outlook? (Select all that apply)

A. Define Outlook configurations
B. Assign configurations too their users with their profile
C. Install Salesforce for Outlook
D. Select Outlook sync folders

Answer: CD

NEW QUESTION 141
- (Exam Topic 2)
You can track only Assets sold by your company.

A. True
B. False

Answer: B

NEW QUESTION 145
- (Exam Topic 2)
Match this tip with its design consideration. "Users should not do things more than once because it takes time and may create dirty data"

A. Tab and field naming
B. Reduced clicks
C. Search
D. Record types and page layouts
E. Workflow rules and approvals
F. Minimized redundant data entry

Answer: F

NEW QUESTION 146
- (Exam Topic 2)
Match this tip with its design consideration. "Use 1-2 clicks from the Home page"

A. Tab and field naming
B. Reduced clicks
C. Search
D. Record types and page layouts
E. Workflow rules and approvals
F. Minimized redundant data entry

Answer: B

NEW QUESTION 151
- (Exam Topic 2)
Which of the following describes the Stage field?

A. Identifies where a deal is in relation to actually being closed.
B. Determines the row in your Forecast where the amount will be aggregated.
C. The numeric prediction that the revenue from an opportunity will be realized

Answer: A

NEW QUESTION 154
- (Exam Topic 2)
How do you create a new quote for a customer?

A. Select an Account and click "New Quote"
B. Click the Quotes tab, then click "New Quote"
C. Select an Opportunity, then click "New Quote"
D. Select a Contact and click "New Quote"

Answer: C

NEW QUESTION 159
- (Exam Topic 2)
Who is most interested in the alignment of sales and marketing?

A. Sales Reps
B. Sales/Marketing Managers
C. Sales/Marketing VP
D. IT

Answer: C

NEW QUESTION 163
- (Exam Topic 2)
Which of the following statements about Standard and Custom Price Books are accurate? (Select all that apply)

A. A Standard Price Book includes a master list of all Products with their associated Standard Prices.
B. ACustom Price Book includes a master list of all Products with their associated Custom Prices.
C. ACustom Price Book is a subset of the Products listed in the Standard Price Book.

Answer: AC

NEW QUESTION 164
- (Exam Topic 2)
Force.com allows you to bring your custom interface to any support device.

A. True
B. False

Answer: A

NEW QUESTION 165
- (Exam Topic 2)
Which of the following stage should be matched with the Forecast Category "Best Case"?

A. Early pipeline stages
B. Mid pipeline
C. Late pipeline stages
D. Closed and Won
E. Closed and Lost

Answer: B

NEW QUESTION 167
- (Exam Topic 2)
Place the following steps in the correct order to set up Salesforce for Outlook:

A. Users and profiles must be assigned to an Outlook configuration
B. Users must begin syncing records across platforms
C. Salesforce for Outlook must be downloaded to the machine
D. An Outlook configuration must be created.

Answer: ABCD

NEW QUESTION 172
- (Exam Topic 2)
Who can benefit from the Quotes feature? (Select all that apply)

A. A customer who wants to get a quote from Salesforce
B. A sales rep who wants to create and email a PDF quote from Salesforce
C. An Administrator who wants to manage quoting in Salesforce

Answer: ABC

NEW QUESTION 173
- (Exam Topic 2)
How can end users sync their data from Outlook (using Salesforce for Outlook)? (Select all that apply)

A. Using the sync system try icon and clicking sync now
B. Allowing sync to run regularly in the background
C. Setting up sync schedule in Salesforce
D. Setting up sync schedule in Outlook

Answer: AB

NEW QUESTION 178
- (Exam Topic 2)
What is clean data?

A. Data that is trusted by the user
B. Data that is freshly entered
C. Data that is used by a single role
D. Data that is entered by an admin
E. Data that is independent of other data

Answer: A

NEW QUESTION 180
- (Exam Topic 2)
Which of the following statements are true about the Opportunity field, "Stage"? (Select all that apply)

A. There are 10 default stage values, based on a commonly used sales methodology.
B. The list of default stage values cannot be edited or added.
C. There are other sales methodologies that can be downloaded from the App Exchange and used within Salesforce

Answer: AC

NEW QUESTION 184
- (Exam Topic 2)
Forecast Categories: (Select all that apply)

A. Are there to help you categorize your opportunities, so you can gauge more accurately how much revenue you can bring in a given time period
B. Are the same thing as Sales Stages
C. Have a default value that is associated with the Stage field

Answer: AC

NEW QUESTION 185
- (Exam Topic 2)
Forecasting is an exact science and is the total of all the opportunities you are working on.

A. True
B. False

Answer: B

NEW QUESTION 189
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "Manual Entry"

A. Brian wants to consolidate all his accounts from several systems.
B. Bill wants to load 20,000 lead records.
C. Becky wants to load all her 65,000 contact records.
D. Bob wants to load a single account record.
E. Berta wants to keep a separate system as her "system of record"

Answer: D

NEW QUESTION 193
- (Exam Topic 2)
What is the benefit of a Force.com sandbox?

A. It allows for development, testing, and training
B. It extends Salesforce functionality
C. It builds new application functionality
D. It allows to create or change buttons, and dynamically route approvals

Answer: A

NEW QUESTION 197
- (Exam Topic 1)
Universal Containers wants to provide its five million customers a solution where customers can submit inquiries, monitor the status of those inquiries, and view their contact information.
Which type of Community license should be used to meet these requirements?

A. Company Community
B. Employee Community
C. Customer Community
D. Partner Community

Answer: C

NEW QUESTION 201
- (Exam Topic 1)
Universal Containers has built a custom Visualforce page called "Knowledge" that is used internally to access Classic Knowledge.
Which two steps must be taken to ensure the Visualforce page continues to work after migrating to Lightning Knowledge?
Choose 2 answers

A. Remove Apex code references to the Article RecordType field.
B. Configure the Visualforce page to use the Lightning Design System.
C. Rename the Visualforce page to "Lightning Knowledge"
D. Remove Apex code references to the ArticleType field.

Answer: BC

NEW QUESTION 202
- (Exam Topic 1)
What are three considerations when adding a report chart to a Console Component? Choose 3 answers

A. The report chart is added to the Page Layout.
B. The report is shared with a Chatter Group.
C. The report is a Summary or Matrix report.
D. The report contains a chart.
E. The report has a standard Report Type.

Answer: CD

NEW QUESTION 204
- (Exam Topic 1)
The Universal Containers' customer support organization has implemented Knowledge Centered Support (KCS) in its call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should.
Which two should the company do to address this situation? Choose 2 answers

A. Measure and reward agents based on the number of new articles submitted for approval.
B. Measure and reward agents based on the number of new articles approved for publication.
C. Create a dashboard that includes articles submitted by agents and approved for publication.
D. Require agents to check a box on the case when submitting a new suggested article.

Answer: AC

NEW QUESTION 208
- (Exam Topic 1)
Universal Containers' support team requires its customers to submit their support inquiries via free form email (Outlook, Gmail, Yahoo, etc). Additional requirements are listed below:
• Support attachments up to 30 MB per inquiry
• Over 10,000 inquiries per day
What solution should a consultant recommend to meet these requirements?

A. Emall-to-Case
B. Customer Chatter groups
C. Web-to-Case
D. On-Demand Email-to-Case

Answer: A

NEW QUESTION 211
- (Exam Topic 1)
Support agents need to verify that customers are eligible to receive customer support before they can update the Which two objects are used to verify that a customer is entitled to receive support? Choose 2 answers

A. Contacts
B. Products
C. Service contracts
D. Case history

Answer: AC

NEW QUESTION 215
- (Exam Topic 1)
The lifecycle of a Knowledge article consists of five stages. In which order does an article proceed through these stages?

A. Create, approve, publish, consume, feedback
B. Create, feedback, publish, approve, consume
C. Create, publish, feedback, approve, consume
D. Create, consume, feedback, approve, publish

Answer: A

NEW QUESTION 219
- (Exam Topic 1)
AContact Center Manager is implementing a new customer care program and wants to specifically measure customer loyalty.
Which three measures satisfy this requirement? Choose 3 answers

A. customer satisfaction Survey
B. Customer Purchase History
C. Customer Support Requests
D. Net promoter Score
E. Service Level Agreement

Answer: ABD

NEW QUESTION 223
- (Exam Topic 1)
Universal Containers wants to ensure the contracted service level requirements for its clients are being met. What should be configured to meet this requirement?

A. Entitlement processes, milestones, milestone actions, and entitlements
B. Entitlement processes, contracts, contract line Items, and entitlements
C. Entitlement processes, contract line items, milestones, and entitlements
D. Entitlement processes, contracts, milestones, and milestone actions

Answer: A

NEW QUESTION 224
- (Exam Topic 1)
Universal Containers wants articles to be suggested to agents based on information they are typing into the case.
Which solution should a consultant recommend?

A. Implement a Salesforce Console for Service and enable the Knowledge sidebar on the case page layout.
B. Enable the Knowledge sidebar related list on the case page layout.
C. Enable the Knowledge sidebar setting in the case support settings.
D. Create a Visualforce page called Knowledge sidebar on the case page layout.

Answer: A

NEW QUESTION 225
- (Exam Topic 1)
Universal Containers wants to be able to assign Cases based on the same criteria they use for Live Agent chats. Which feature should a Consultant recommend?

A. Omni-channel Skills-based routing
B. Live Agent Queue-based routing
C. Omni-channel Queue-based routing
D. Case Skills-based Assignment Rules

Answer: B

NEW QUESTION 228
- (Exam Topic 1)
Universal Containers wants to provide its resellers a secure portal where they can manage their customer accounts, submit and track the status of their cases, and view reports and dashboards.
Which solution should a consultant recommend?

A. Employee Community

B. Partner Community
C. Reseller Community
D. Customer Community

Answer: B

NEW QUESTION 231
- (Exam Topic 1)
Universal Containers wants customers to have the ability to log cases with structured data and route based on Urgency and Product Line.
How should a Consultant accomplish this?

A. Standard Email-to-Case with assignment rules
B. Lightning Email with web routing prioritization
C. Omni-Channel with prioritized queues
D. Standard Web-to-Case with assignment rules

Answer: A

NEW QUESTION 236
- (Exam Topic 1)
A company has created a new onboarding process. An Agent must create ten open activities that align to a step of this onboarding experience. Creating these activities can take up to 20 minutes each to complete.
What should the Agent recommend to minimize costs?

A. Assign a single agent to create the activities on all new onboarding cases.
B. Provide a macro that will automatically create the activities when executed.
C. Add an object-specific custom quick action to create new activities.
D. Hire a certified developer to write an apex trigger that creates each new activity.

Answer: B

NEW QUESTION 240
- (Exam Topic 1)
Which two capabilities of Lightning Knowledge ensure accurate content in Articles? Choose 2 answers

A. Approval Process that assigns an Article to a Reviewer Queue.
B. Knowledge Action to Publish an Article once the Article is approved.
C. Validation Rules for article record types to verify all fields during creation.
D. Data Category to assign an article record type to a Reviewer.

Answer: AC

NEW QUESTION 245
- (Exam Topic 1)
A consulting firm has been retained to implement a new Service Cloud platform for a company. This company requires quick iterations and a speedy project completion. The company has requested frequent project updates for check-ins and refinement.
Which methodology should the Consultant recommend to meet the given requirements?

A. Kanban
B. Lightning Platform
C. Agile
D. Waterfall

Answer: C

NEW QUESTION 249
- (Exam Topic 1)
Which Lightning Service Console feature should be used to enable Service Reps to send emails with attachments to customers based on the Case details?

A. Process Builder
B. Lightning Knowledge
C. Macros
D. Visual Workflow

Answer: A

NEW QUESTION 253
- (Exam Topic 1)
Universal Containers is trying to reduce the amount of time support agents spend creating cases. The new method for case creation must allow for 4000-5000 new cases a day, as well as the attachment of documents under 25 MB by the customer.
Which method should the Consultant suggest?

A. Omni-Channel routing
B. Standard Email-to-Case
C. Web-to-Case forms
D. On-Demand Email-to-Case

Answer: B

NEW QUESTION 254
- (Exam Topic 1)
Milestones can be added to which three Object types? Choose 3 answers

A. Entitlement
B. Work Order
C. Service
D. Case
E. Account

Answer: ABD

NEW QUESTION 257
- (Exam Topic 4)
Universal Containers needs to customize Salesforce to improve its Support Agents experience so they can work more efficiently. Which feature requires Service Console?

A. Utility Bar
B. Access to Knowledge Articles
C. Open multiple case records as tabs and sub tabs
D. Unique page layouts for each Case Record type

Answer: C

NEW QUESTION 261
- (Exam Topic 4)
UC is deploying Salesforce for lead and opportunity Management. Several area of the application need to be customized using Apex & Visualforce in order to meet business requirements. Which steps can be taken to execute an effective test plan that will ensure high quality components? (2 answers)

A. Create test conditions that cross-reference use cases from project documents
B. Delegate unit testing to application end users because they understand the requirements best
C. Rely on automated test script tools to ensure maximum test coverage
D. Write detailed test scripts that define specific conditions, actions, and expected results

Answer: AD

NEW QUESTION 266
- (Exam Topic 4)
Cloud Kicks has enabled territory forecasts to see how expected revenue compares between sales territories, and to know which territory has the most closed deals in a month. The territory hierarchy has three branches with child territories, with forecast managers assigned to a few of them. Which two actions can forecast managers perform? Choose 2 answers

A. They can share their forecast with any external user.
B. They can share their forecast with any Salesforce user.
C. They can see all of their territory forecast in a single-page summary view.
D. They can share their summary view with any Salesforce user.

Answer: BC

NEW QUESTION 269
- (Exam Topic 4)
Universal Container wants to improve sales productivity in inside sales and it has been advised to consider Salesforce Console for sales. What use case will satisfy this requirement? Choose 2 answers

A. Need to add notes quickly or log activities for each record
B. need to see records and related items as tabs under one screen
C. need to chat with customer in real time with chatter
D. Need to prioritize search results for contacts and opportunities

Answer: AB

NEW QUESTION 271
- (Exam Topic 4)
Cloud Kicks to see how many closed won opportunities a campaign has generated over last 30 days. They have implemented a campaign influence model that uses the primary campaign source. Which two steps are needed to meet this requirement using standard functionality? Choose 2 answers

A. 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.
B. Have the administrator define rules for campaigns to automatically add opportunities and then lock after 30 days.
C. 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.
D. Add child campaigns of the primary campaign source automatically if the child campaigns have an end date that falls before the opportunity close date.
E. Have representatives populate a field on the opportunity record with the dollar amount of expected revenue from the campaigns that influenced the opportunity.

Answer: AC

NEW QUESTION 276
- (Exam Topic 4)
The Cloud Kicks IT team wants to enable person Accounts in its Salesforce org.
Which three prerequisites must be met before the Consultant can enable person Accounts? Choose 3 answers

A. The Organization-wide Default for Contacts has been set to Controlled by Parent.
B. The Cloud Kicks Salesforce Community has been disabled to allow person Account self-registration in the future.
C. The Organization-wide Default for both Accounts and Contacts have been set to Public Read/Write.
D. At least one record type has been created for Accounts.
E. User profiles with read access to Accounts also have read access to Contacts.

Answer: ADE

NEW QUESTION 279
- (Exam Topic 4)
Cloud Kicks is concerned that the sales team is taking longer to close Opportunities each month is comparison to the same time last year. The VP 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 create a solution? Choose 2 answers

A. Schedule an analytic snapshot of the Opportunity object to run monthly.
B. Create a custom Opportunity report using custom formula fields for the stage closed/won.
C. Create a dashboard component; schedule the dashboard to refresh monthly.
D. Create a report based on the Opportunity snapshot.
E. Schedule an analytic snapshot of the Opportunity history object run monthly.

Answer: AD

NEW QUESTION 281
- (Exam Topic 4)
UC collaborates with consulting partners on some of its opportunities. If a partner account is added to the partners related list on a customer opportunity, what is the impact?

A. The partner account is added to the partners related list on the customer account
B. Contacts from the partner account are added to the contact roles related list on the opportunity
C. Contacts from the partner account are added to the opportunity team
D. The partner account owner is able to view all contacts for that customer account

Answer: A

NEW QUESTION 284
- (Exam Topic 4)
A consultant is implementing a new Sales Cloud instance for Cloud Kicks that has a public sharing model for accounts. Different sales representatives own local accounts that create a multi-level Account hierarchy. Cloud Kicks needs to see the total number of closed won opportunities and the revenue value for all accounts in the hierarchy when viewing a parent account. Which recommendation will meet this viewing requirement?

A. Create a Roll-up Summary field on the parent account displaying the total value of won opportunity from the child accounts
B. Configure Apex to update a custom field on the parent account with the total value of won opportunities from the child ^ accounts
C. Configure a link on the account that will open a list view showing the total value of open opportunities for all accounts in the ^ hierarchy
D. Create a workflow rule to update the custom field on the parent account displaying the total value of won opportunities from ^ the child account

Answer: A

NEW QUESTION 287
- (Exam Topic 4)
Assuming a private sharing model for opportunities, what would you recommend to make it easier to work with sales operations and marketing when trying to close a deal at UP?

A. Create account teams for specific accounts
B. Enable feed tracking on opportunities
C. Create private groups for specific opportunities
D. Create sales teams for specific opportunities (Select the best 2)

Answer: BD

NEW QUESTION 288
- (Exam Topic 4)
The sales at Cloud Kicks needs to track the number of retail locations for each of its Leads. Once the Lead is converted, the sales team wants to see the number of retail locations related to its customer. The service team also wants to view this information. Which two actions should the Consultant take to meet this requirement? Choose 2 answers

A. Create a rollup field on the Account to calculate the number of retail locations.
B. Map the custom field from the Lead object to the custom field on the Account object during lead conversion.
C. Update the Account with number of retail locations after it has been converted.
D. Create custom fields on the Account and Lead objects to store the number of retail locations.
E. Map the custom field from the Lead object to the standard field on the Account object during lead conversion.

Answer: BD

NEW QUESTION 292
- (Exam Topic 4)
The sales representatives at Universal containers use various email applications and often receive important customer emails while they are away from the office. Sales management wants to ensure sales representatives are recording email activity with customers in salesforce while they are away from the office. What should a consultant recommend to meet this requirement?

A. Download and install a salesforce universal connector for their smartphone and computers
B. Copy and paste emails manually to the customer record in salesforce from their smartphones and computers
C. Download and install the salesforce for outlook connector on their smartphones and computers
D. Forward emails using their email-to-salesforce email address from their smartphones and computers

Answer: D

NEW QUESTION 297
- (Exam Topic 4)
A sales manager for one of Cloud Kicks' sales territories is unable to see a forecast for the current quarter. What will resolve this problem?

A. Suggest the opportunity owner share the opportunity with the sales manager.
B. Select the correct forecast from the user record.
C. Add the sales manager to the forecasting public group.
D. Set the forecast manager for this territory.

Answer: D

NEW QUESTION 300
- (Exam Topic 4)
Universal containers wants to send out an email promotion on a monthly basis to a list of 50,000 leads. What should a consultant recommend to meet this requirement?

A. Create a lead assignment rule to send the email to the leads monthly
B. Use an email execution vendor to send emails for marketing campaigns
C. Create an email alert workflow rule to send the email to the leads monthly
D. Use the standard salesforce mass email tool located on the leads tab

Answer: B

NEW QUESTION 304
- (Exam Topic 4)
AConsultant is implementing a new Sales Cloud instance for Cloud Kicks that has a public sharing model for Accounts. Different sal.. Accounts that create a multi-level Account Hierarchy. Cloud Kicks needs to see the total number of closed won Opportunities and the.. in the hierarchy when viewing a parent Account.
Which recommendation will meet this viewing requirement?

A. Create a workflow rule to update the custom field on the parent Account, displaying the total value of won Op.. Accounts.
B. Configure a link on the Account that will open a list view showing the total value of open Opportunities for all..
C. Configure Apex to update a custom field on the parent Account with the total value of won Opportunities from..
D. Create a Roll-up Summary field on the parent Account, displaying the total value of won Opportunities from t..

Answer: B

NEW QUESTION 305
- (Exam Topic 4)
10 Cloud Kicks has an external ERP system which stores product order information. Cloud Kicks wants to view those..the Account record in real time.
Which solution should the Consultant recommend?

A. Implement Salesforce-to-Salesforce Connect to get real-time product order information and add it as a ..
B. Create a Lightning Component, and using REST integration, get the real-time product order information..
C. Create custom object product order information in Salesforce, run a nightly scheduler to get details from.. object as a related list on the Account.
D. Implement Salesforce Connect and an external object to get real-time product order information and add.. related list on the Account.

Answer: B

NEW QUESTION 309
- (Exam Topic 4)
It is unclear how the money spent on marketing campaigns is helping Universal Containers grow its sales
business. What is the best way for Universal Containers to capture a return on investment?

A. Count the number of leads generated from each campaign.
B. Determine the number of activities created by sales related to a campaign.
C. Track the value of closed won opportunities generated by each campaign.
D. Determine the number of opportunities generated by each campaign.

Answer: C

NEW QUESTION 310
- (Exam Topic 4)
Universal Containers wants to implement best practices for its customer support teams and has decided to follow a Knowledge Centered Support (KCS) methodology Which two benefits can be expected from KCS adoption? Choose 2 answers

A. A knowledge article life cycle that is implemented correctly the first time and does not need to change
B. A knowledge article life cycle that evolves based on usage and demand
C. Reduced issue resolution time
D. Reduced first contact resolution

Answer: CD

NEW QUESTION 315
- (Exam Topic 4)
Northern Trail Outfitters (NTO) wants to utilize opportunities to track and report customer subscriptions to its online magazine. Payments can be made using the following methods: - In full (all at one time) - Weekly - Monthly - Quartely How should this solution be implemented?

A. Use contracts with a lookup to opportunity object
B. Enable schedules on opportunity object
C. Use assets with a lookup to opportunity object
D. Enable schedules on product object

Answer: D

NEW QUESTION 316
- (Exam Topic 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 use workflow field updates to assign stages.
B. Create different record types and sales processes for each line of business and assign different stages to each page layout.
C. Create different record types and sales processes for each line of business, and assign different sales processes to each page layout
D. Create different record types and sales processes for each line of business, and assign different page layouts to each record type.

Answer: D

NEW QUESTION 318
- (Exam Topic 4)
Universal Containers has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child
accounts. How can the sales representative provide this access?

A. Add the user to each child account team; visibility will then roll up to the parent account.
B. Add the user manually to the parent account team and each of the child account teams.
C. Add the user to a public group for that account and share all child accounts to this group.
D. Add the user to the account team on the parent account; the child accounts will inherit access.

Answer: B

NEW QUESTION 322
- (Exam Topic 4)
Which two use cases will protect the integrity of order data with activation limitations? Choose 2 answers

A. Multiple reduction orders can be created for a single order.
B. Orders can be activated only if they include a product.
C. New Products can be added to Active Orders.
D. Products can be removed from Active Reduction Orders.

Answer: AB

NEW QUESTION 326
- (Exam Topic 4)
The Cloud Kicks sales team collaborates on Opportunities, which helps the team succeed and close more deals.
What should the Consultant configure to allow contributing sales team members to share in the revenue from closed Opportunities?

A. Add the Opportunities to a campaign.
B. Add the contributors to the Opportunity's contact role related list.
C. Create quick actions to create child Opportunities.
D. Enable Opportunity Splits from Setup.

Answer: D

NEW QUESTION 331
- (Exam Topic 4)
The members of an opportunity team at UC are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the most current quote. How can the sales engineer identify the opportunity's latest quote?

A. Reference synced quote history on the opportunity.
B. Reference the last modified date on the quotes.
C. Follow the opportunity's quotes in Chatter.
D. Reference the synced quote field on the opportunity record.

Answer: D

NEW QUESTION 333
- (Exam Topic 4)
The sales management at UC is reviewing the quality of leads generated from marketing campaigns. What information is available to assist with this type of analysis? Choose 2 answers:

A. Average number of activities required to convert leads to opportunities
B. Percentage of leads that could not be contacted due to bad data
C. Percentage of leads converted to opportunities
D. Average amount of time required to convert leads to opportunities

Answer: AB

NEW QUESTION 338
- (Exam Topic 4)
UC needs to show a dashboard with forecast by product family with quotas. What solution should consultant recommend?

A. Build a custom report with closed forecasting quotas with forecasting items
B. Build a joined report with closed opportunities, forecasting items, and quotas
C. Create an analytical snapshot to capture the opportunity forecast
D. Customize Quotas with product report and add necessary fields

Answer: C

NEW QUESTION 340
- (Exam Topic 4)
The VP of sales at Universal Containers wants to be able to see a visual representation of sales by month for each account in salesforcel mobile app.
What should a consultant recommend to meet this requirement?

A. Embed a chart on the account page, no other customization needed
B. Embed a chart on the account page and use a custom link to filter by account
C. Create a of visualforce page with an embedded chart component for each account.
D. Create a dashboard component and use chatter feed on the account on salesfrocel

Answer: A

NEW QUESTION 345
- (Exam Topic 4)
The Universal Containers sales team would like 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 objects are relevant for this integration?

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

Answer: C

NEW QUESTION 347
- (Exam Topic 4)
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 it on the opportunity using an HTML email template.
B. Create it on the opportunity product using a Visualforce email template.
C. Create it on the opportunity product using an HTML email template.
D. Create it on the opportunity using a Visualforce email template.

Answer: D

NEW QUESTION 348
- (Exam Topic 4)
The VP of Sales at Cloud Kicks wants to automate the process of reassigning Accounts when the Account owner gets transferred to a different team or region. The VP wants reassignment to be based on the Account status and confirmation that the new Account owner is informed of their new Account inheritance. Which two strategies can the consultant use to design the solution?

A. Use Process Builder for capturing Account details, define Account assignment rules to reassign the Account to new owner based on status, and send an email regarding Account inheritance.
B. Use Process Builder for capturing Account details, design workflow rules to reassign the Account to a new owner based on status, and send an email regarding Account inheritance.
C. Use Flow Builder for capturing Account details, design an element to reassign the Account to a new owner based on status, and send an email regarding Account inheritance.
D. Use Process Builder for capturing Account details, design an nodes to reassign the Account to a new owner based on status, and send an email regarding Account inheritance.
E. Use Flow Builder for capturing Account details, define Account assignment rules to reassign the Account to a new owner based on status, and send an email

regarding Account inheritance.

Answer: CD

NEW QUESTION 353
- (Exam Topic 4)
Service Reps at Universal Containers complain that the Case Feed in the Lightning Service Console has too many entries and is hard to use. Which option should a Service Consultant recommend to improve the Case Feed usability?

A. Use Compact Case Feed to hide entries
B. Case Feed Private Sharing to hide entries
C. Use case feed Filters to organize entries
D. Use Comments instead of Case Feed entries

Answer: C

NEW QUESTION 355
- (Exam Topic 4)
Universal Containers' customer service technicians need to access the following information while at a customer site complete the service call: - Customer order history - Level of contracted support - List of replaceable parts Which system can Salesforce integrate with to retrieve this information and makes it available to technicians in the field?

A. An enterprise resource planning system
B. A workforce management system
C. A third-party mobile application platform
D. A knowledge management system

Answer: A

NEW QUESTION 359
- (Exam Topic 4)
A Sales Rep at Cloud Kicks has a requirement to have access to all child Accounts of the Accounts they own. The Organization-wide Default setting for Account is private. What happens if a user has access to a parent Account?

A. The user will access to All Accounts if "Gran Access using Hierarchies" is enabled.
B. Access can be granted by setting up a sharing rule via Account Hierarchy.
C. Access to child Account will need to be manually added.
D. The user will have access to child Account records.

Answer: D

NEW QUESTION 363
- (Exam Topic 4)
Currently at Cloud Kicks, the Lead Source field is used to track what event a lead originated from. The Marketing Director requested a report that shows every event a lead has attended.
Which standard Salesforce functionality can a Consultant recommend?

A. Implement Campaigns to track events and define a Campaign Management process.
B. Create a custom field to track the second event a Lead attends
C. Update the Lead Source field to the most recent event a lead has attended using process builder
D. Configure a custom Events object and relate it to the Load object

Answer: A

NEW QUESTION 367
- (Exam Topic 4)
Universal Containers has recently set up an email-to-case channel for customer to submit cases. However, they are having trouble tracking and relating email responses to the related Salesforce case. What should a Consultant recommend to address this issue?

A. Convert to an On-Demand Email-to-Case setup
B. Use Omni-Channel to automatically route inbound email
C. Assign a user to manually manage incoming email
D. Insert a reference Thread ID in the email subject template

Answer: D

NEW QUESTION 368
- (Exam Topic 4)
Northern Trail Outfitters sales representatives have to be certified to sell items in its Professional catalog. Which two ways should Salesforce be set up to prevent those who are NOT certified from adding these items to opportunities? Choose 2 answers

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

Answer: AB

NEW QUESTION 371
- (Exam Topic 4)
Universal Containers wants to provide its customer with more support options. Which three should a Consultant recommend? Choose 3 answers

A. Implement SOS for mobile experience
B. Add Live Agent to public-facing sties
C. Utilize KCS to manage Knowledge
D. Configure Chatter for public access
E. Create a Customer Community

Answer: ABE

NEW QUESTION 372
- (Exam Topic 4)
Universal containers has setup a sales process that requires opportunities to have associated product line items before moving to the negotiation stage. What solution should a consultant recommend to meet this criteria? Choose 2 answers.

A. Configure the opportunity record types to enforce product line item.......
B. Configure a validation rule that tests the 'Has line item and stage fields for the correct condition'.
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...........negotiation stage.

Answer: BC

NEW QUESTION 377
- (Exam Topic 4)
Cloud Kicks requires sales associates to record all activities within Salesforce. Which sales metric can be derived from these activities?

A. Close Rate
B. Close Rate
C. Rate of Contact
D. Marketing Influence

Answer: C

NEW QUESTION 378
- (Exam Topic 4)
What features ofwork.com can managers use to help sales representatives meet their quotas? Choose 2 answers

A. Coaching plans to help the sales rep drive results
B. Coaching feed visible to the entire sales teams
C. Coaching feedback that automatically adjusts the goals
D. Coaching dashboards to monitor progress

Answer: AD

NEW QUESTION 379
- (Exam Topic 4)
UC operates in two currencies: EUR and USD. Its corporate currency is USD. When a sales team member tries to add products to an opportunity for a customer in the Eurozone, they are unable to find EUR prices. What is the likely cause of this problem? Choose 2 answers:

A. Opportunity currency is set to USD.
B. Price book entries are missing EUR prices.
C. Sales users default currency is set to USD.
D. Advanced currency management is deactivated.

Answer: AB

NEW QUESTION 381
- (Exam Topic 4)
Universal Containers would like to implement a solution to hold service reps accountable to customer Service level agreements. Which two steps are necessary to satisfy this requirement? Choose 2 answers

A. Set up Milestones
B. Enable Work Orders
C. Configure Service Contracts
D. Create an Entitlement Process

Answer: AD

NEW QUESTION 385
- (Exam Topic 4)
Universal Containers uses products in salesforce and has private security model. The product management Employee do not have access to all opportunities but would like to track the performance of a new product
after it is launched.
What would a consultant recommend to allow the product management employee to track the performance of the product?

A. Create a criteria based sharing rule to add the product management team to relevant opportunities.
B. create a trigger to add the product management team to the sales team of the relevant opportunities
C. Create a trigger to set the product manager as owner for opportunity on the new product.
D. Create a new product and add it to the price book with the product manager as the owner

Answer: A

NEW QUESTION 386
- (Exam Topic 4)
UC has set accounts, contacts, and opportunities to private. Sales reps manage the accounts for which they are the account owner. The company also employs sales specialists to assist sales repson deals. What should a consultant recommend to allow the sales specialists to see account information and any opportunity information associated with an account?

A. Assign the sales specialists to the same profile as the account owners.
B. Share opportunities manually with the sales specialists and assign them read access.
C. Assign the sales specialists to the same role in the role hierarchy as the account owners
D. Add the sales specialists to the account team and assign them read access to opportunities.

Answer: D

NEW QUESTION 388
- (Exam Topic 4)
Universal publications are a publishing house that sells online subscriptions for its leading magazine. Customers can make a single Payment, or set up to pay weekly, monthly or quarterly. Universal Publications wants to use opportunities to track and report on these subscription deals. What should a consultant recommend to meet this requirement?

A. Enable schedules on product object.
B. Use contracts with a lookup to opportunity object.
C. Use assets with a lookup to opportunity object.
D. Enable schedules on opportunity object.

Answer: A

NEW QUESTION 393
- (Exam Topic 4)
Universal Containers has two different groups who use accounts. The sales group needs to populate 15 fields and view the fields on the account record. The support group does NOT need to view the 15 fields on the account record but must be able to run reports on them. Which solution will satisfy this requirement?

A. Create separate page layouts for the sales and support groups.
B. Create separate record types for the sales and support groups.
C. Hide the fields through field-level security from the support group.
D. Create a custom object for the 15 fields with a master-detail relationship

Answer: A

NEW QUESTION 398
- (Exam Topic 4)
AConsultant for Cloud Kicks notices that the Deploy date for the Sales Cloud project is also the same weekend of a Salesforce release.
What should the Consultant recommend?

A. Complete the project sooner and push before the Salesforce release
B. Let Cloud Kicks know that there is a Salesforce release and that it may take longer
C. Stop all work because the impact of the Salesforce release is unknown
D. Update the project plan for the following week and communicate the change

Answer: D

NEW QUESTION 400
- (Exam Topic 4)
Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect. What steps should a consultant recommend in this scenario?

A. Create a campaign, associate the leads to the campaign, and qualify the respondents.
B. Create both account and contact records, then associate the contacts to the campaign.
C. Create a campaign, qualify the respondents, and create accounts and contacts.
D. Create leads, convert them to opportunities, and qualify the respondents on the opportunities.

Answer: A

NEW QUESTION 401
- (Exam Topic 4)
Universal Containers North American and European sales teams have different business requirements related to creating new of opportunities in Salesforce. As a result, each team must complete a set of
geographically-specific fields relevant only to their team as well as common fields that both teams complete. Additionally, each team should NOT be able to report on the others region-specific fields. What solution should a consultant recommend to satisfy this scenario?

A. Implement field-level security to allow access to fields for the respective regional sales teams
B. Create separate page layouts and record types for each of the regional sales teams.
C. Utilize Visual force to build an opportunity page that dynamically checks the users region to determine which fields to display.
D. Build a custom object with private sharing to capture the additional fields as a separate record.

Answer: A

NEW QUESTION 405
- (Exam Topic 4)
Universal Container wants to measure the user adoption of their successful Sales Cloud implementation. Which key factors should be considered?

A. Business performance
B. Data quality
C. Usage
D. walang sagot huhu

Answer: D

NEW QUESTION 407
- (Exam Topic 4)
Business users have requested that the Salesforce Administrator allow agents to view a list of cases in the console while agents work through their cases. This will allow agents to identify urgent cases that need to be worked on. How should this be accomplished?

A. Build a custom Visual force page with the list view and assign it to the console sidebar
B. Recommend opening the case list view in a separate browser tab and use the window alongside the case view
C. Enable the list to be pinned in the consol
D. This allows users to view the list alongside the case view in the console
E. Configure the Case list under custom console components so users can view the list view along with the case view

Answer: C

NEW QUESTION 409
- (Exam Topic 4)
The Cloud Kicks mobile sales team is using a combination of iOS and Android devices. The sales manager has requested that sales representative must record client meeting activity within Salesfoce immediately after a meeting. Which two actions should a Consultant recommend to meet this requirement? Choose 2 answers

A. Log an activity using a Quick Action.
B. Log a meeting activity using the email to Salesforce feature.
C. Have the sales reps install the Salesforce Mobile app on their devices.
D. Have the sales reps install the Outlook for Lightning app on their device.
E. Log a meeting with mobile smart actions automatic sync.
F. Have the sales reps install SalesforceA on their mobile devices.

Answer: CE

NEW QUESTION 411
- (Exam Topic 4)
Universal Containers (UC) and Global Shipping (GS) are affiliates of ABC Corporation. Both affiliates use separate Instances of Salesforce and work independently but sell to some of the same customers. They would like to collaborate on the common customers but keep the data for other customers separate. What approach should a consultant recommend for implementing Salesforce to meet these requirements?

A. Set up a single instance for ABC Corporation and set up partner portals for UC and GS.
B. Set up a single Salesforce Instance and maintain exclusive customer data using divisions.
C. Use separate Salesforce instances and link shared records using a customer portal.
D. Use separate Salesforce Instances and link shared records using Salesforce to Salesforce.

Answer: D

NEW QUESTION 415
- (Exam Topic 4)
What should you do before you enable communities for your organization? Choose 3 answers

A. Choose a domain name
B. Turn on the global header for users that need it
C. Review your security settings
D. Check you have the required licenses

Answer: ACD

NEW QUESTION 420
- (Exam Topic 4)
Universal Containers (UC) needs to invoke a process on an external system (NOT in Salesforce) whenever cases are created or updated by Contact center agents. UC does NOT want to use any customized code to accomplish this. Which solution should a Consultant recommend?

A. Workflow-driven outbound messaging
B. Scheduled batch Apex processing job

C. Visualforce page APEX SOAP async callout
D. RESTful services with GET, POST, or PUT

Answer: A

NEW QUESTION 421
- (Exam Topic 4)
Cloud Kicks needs to forecast on monthly business that closes and details of open opportunities on a weekly basis. The VP of Sales asks the business analyst to review how the sales funnel is changing month over months. Which two actions should the Consultant take to meet this requirement? Choose 2 answers

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

Answer: BE

NEW QUESTION 423
- (Exam Topic 4)
UC would like to capture qualification information for new leads (e.g. whether or not a person is a decision maker). The information should also appear in the contact record once the lead has been converted. Which approach should a consultant recommended?

A. Create a custom field on lead and contact object, utilize a trigger to transfer the value after conversion.
B. Create a custom field on lead and contact object; these fields will be mapped automatically during conversion.
C. Create a custom field on lead and contact object, configure mapping for these two fields for conversion.
D. Create a custom field on lead and contact object, advice user to select it for transfer during conversion.

Answer: C

NEW QUESTION 428
- (Exam Topic 4)
Due to internet unavailability at Cloud Kicks, the sales team is not able to utilize the Salesforce Mobile app feature to view, create, or update Opportunities. Which two steps should the Consultant take to resolve the issue? Choose 2 answers

A. Create a permission set with the system permission "Store offline data" and assign the permission set to the sales team U user(s).
B. Raise a case with Salesforce support to enable the offline version of the Mobile app and update the app to use the offline capabilities.
C. From the Setup menu, go to Salesforce offline and select "Enable offline create, edit, and delete in Salesforce for Android and IOS."
D. From the Setup menu, enable the system permission "Store offline data."
E. From the Setup menu, go to Salesforce offline and select "Enable caching in Salesforce for Android and iOS."

Answer: CE

NEW QUESTION 429
- (Exam Topic 4)
How would you design a solution to give UP a 360 degree view of an account?

A. Create custom formula fields to display the related information
B. Set the field-level security to visible for the appropriate related lists
C. Ensure that the appropriate related lists are on the account page layout
D. Create an apex trigger to display related information

Answer: C

NEW QUESTION 431
- (Exam Topic 4)
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 Product Dates
B. Forecasting by Order Amount
C. Forecasting by Opportunity Amount
D. Forecasting by Schedule Date

Answer: B

NEW QUESTION 436
- (Exam Topic 4)
Cloud Kicks recently released a custom Action for Competitor Notes, that will prompt sales representatives to provide information about competitors for Opportunities. The sales representatives reported that even though the Action works well on their desktop, they cannot see the Action on their mobile app. What is required to fix this problem?

A. Edit the Page Layout to include the Action.
B. Edit the Page Layout to include a custom link to the Action.
C. Edit the Visualforce to make it available for the mobile app.
D. Edit the Action to make it available for the mobile app.

Answer: C

NEW QUESTION 438
- (Exam Topic 4)
Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process. What solution should a consultant recommend to meet these requirements? Choose 2 answers

A. Create sales stages that align with opportunity record types.
B. Configure opportunity record types for each sales process.
C. Define sales processes to map to each opportunity record type.
D. Define the default opportunity teams for each opportunity record type.

Answer: BC

NEW QUESTION 442
- (Exam Topic 4)
Cloud Kicks has just completed its initial Sales Cloud Go-Live. Cloud Kicks leadership wants to target users who are not yet using the new application.

A. Track logins in a spreadsheet.
B. Run a Report on Users never Logged In.
C. Run a Mobile Login report.
D. Use the Lightning Usage app.

Answer: B

NEW QUESTION 445
- (Exam Topic 4)
What are the two basic concepts of Knowledge-Centered Support (KCS)? Choose 2 answers

A. Creating content as a result of solving issues
B. Evolving Content-based product lifecycles
C. Rewarding learning, collaboration, sharing and improving
D. Developing a knowledge base on the experience of an individual

Answer: AC

NEW QUESTION 448
- (Exam Topic 4)
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 would like to see the total value of open opportunities for all accounts in the hierarchy. What 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 the accounts in the hierarchy.

Answer: A

NEW QUESTION 450
- (Exam Topic 4)
The management at universal container noticed that the lead conversion ratio has remained the same for the hospitality industry despite increase in lead creation. What steps can help determine the issue

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

Answer: C

NEW QUESTION 453
- (Exam Topic 4)
Cloud Kicks is considering using person Accounts to manage costumers, while using business Accounts to manage companies. What should the Consultant advise?

A. Person Accounts cannot be related to Accounts in a hierarchy.
B. Person Accounts can be disabled from Setup.
C. Account hierarchy allows person Accounts.
D. Person Accounts can only be child Accounts.

Answer: A

NEW QUESTION 457
- (Exam Topic 4)
UC has a private sharing model. Sales representatives are required to collaborate with the same group of people from other departments for every deal; however, the individuals in the group will vary for each representative. What solution should a consultant recommend to ensure correct record visibility and collaboration?

A. Set up a default opportunity team for each sales rep that is automatically added to every opportunity.
B. Configure a criteria-based sharing rule to add sales team member records automatically.
C. Add all team members to a private Chatter group for each opportunity.
D. Configure a public group for each sales rep that is manually shared for each opportunity.

Answer: A

NEW QUESTION 458
- (Exam Topic 4)
UC 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. What should a consultant recommend for this scenario? Choose 2 answers

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

Answer: AB

NEW QUESTION 460
- (Exam Topic 4)
Universal Containers has a private sharing model for accounts and opportunities. Each sales representative is assigned to work with a dedicated sales engineer. The sales engineer will need access to their assigned sales representative accounts and opportunities. What should a consultant recommend to meet this requirement?

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

Answer: C

NEW QUESTION 462
- (Exam Topic 4)
Cloud Kicks channel partners for selling and servicing its "Shoe of the Month" club. As the number of Leads has increased, Cloud Kicks has seen a decrease in partner satisfaction regarding the quality of Leads, and a noticeable decrease in the Lead conversion rate.
What can be done to increase partner satisfaction with the Leads being shared?

A. Utilize the Lead score on the Find Duplicate button, and then assign the Leads with a score in the high category.
B. Configure Einstein Insights prior to Leads routing to the partner channel.
C. Configure a custom lead score field to assess Lead quality, then assign the Leads that exceed this score to partners.
D. Utilize the Partner Lead Validator to populate a Lead score and assign to a partner channel queue.
E. Configure a cross-object validation rule to ensure that all fields on the Lead record are populated with data.

Answer: C

NEW QUESTION 467
- (Exam Topic 4)
Cloud Kicks has two sales divisions:
* a franchise sale division and
* a public sales division.
The sales representatives for each division have their own user profiles and person Accounts.
The franchise sales division sales representatives cannot create person Accounts, and they should only be able to set up franchise Accounts.
What should the Consultant recommended to meet this requirement?

A. Utilize Divisions to hide person Account from the franchise sales division's sales representative user profile
B. Remove person Account record types from the franchise sales division's sales representative user profile.
C. Ensure that the "Disable Person Accounts" permission on the franchise sales division's sales representative user profile is checked.
D. Hide the Person Account checkbox from the franchise sales division's sales representative user profile through Field-level Security.

Answer: B

NEW QUESTION 469
- (Exam Topic 4)
While designing a Contact Center, which two solutions can be used to enable to manage multiple cases at the same time? Choose 2 answers

A. Interactive Voice Response
B. Social Customer Service
C. Computer Telephone Integration
D. Live Agent

Answer: BD

NEW QUESTION 470
- (Exam Topic 4)
Universal Containers has determined that case list views are slow to load because of the large number of cases in the system Which two actions will improve the performance of the list views? Choose 2 answers

A. Reduce the number of fields displayed
B. Restrict visibility on the views
C. Filter the views by case owner
D. Remove the filter criteria from the views

Answer: AC

NEW QUESTION 472
- (Exam Topic 4)
Cloud Kicks wants sales representatives to be able to share key documents directly with customers who are not Community users. Which Salesforce feature satisfies this requirement?

A. CRM Content
B. Chatter links
C. Documents
D. Attachments

Answer: A

NEW QUESTION 476
- (Exam Topic 4)
Universal Containers is bringing a new division under their existing Customer Service Contact Center. This will involve servicing several thousand new customers. Which method should a consultant recommend for importing this data into Universal Containers' Service Cloud instance?

A. Bulk Data transfer API
B. Data Integration via SOAP API
C. Java language Specific Toolkit
D. Cloud-to-Cloud Integration Toolkit

Answer: A

NEW QUESTION 481
- (Exam Topic 4)
A sales manager at Cloud Kicks is reviewing teams opportunities in the forecast tab. The sales manager wants to split an opportunity with two sales representatives in different regions.
Which three actions should the Consultant recommend to meet these requirements?

A. Create a custom Opportunity currency field.
B. Enable Overlay Splits
C. Enable Opportunity Splits.
D. Create custom Product Families.
E. Enable Opportunity Teams.
F. Create Revenue Split Types.

Answer: BCF

NEW QUESTION 484
- (Exam Topic 4)
Universal Containers has three sales divisions: hardware, software and consulting. Hardware and software division follow ten steps sales process. The consulting division follow eight step division processes and does not use the prospecting or perception analysis stage during the sales cycle. Which solution should a consultant recommend to meet this requirement? Choose 3 Answers

A. Create the record types.
B. Create separate stage fields.
C. Create separate page layout.
D. Create sales process.
E. Define stage picklist values.

Answer: ADE

NEW QUESTION 487
- (Exam Topic 4)
Universal Containers wants to manage their sales territories in Salesforce. What questions should be asked to determine if territory management is an appropriate solution? Choose 3 answers:
Are commissions calculated by the number of territory to which a representative belongs?

A. Are there specific rules for account and opportunity access?
B. Is your sales organization set up as a matrix or a tree'? .
C. Does account sharing depend more on account traits than on ownership?
D. Are your lead assignments based on sales territories?

Answer: ABD

NEW QUESTION 491
- (Exam Topic 4)
UC is deploying the Sales Cloud to 500 sales users. The implementation team is planning an end user support plan for the first week of the implementation. Which item should be included in the plan? (Choose 2 answers)

A. 24-7 support from the IT team
B. Communication to customers about potential issues
C. Process for users to report issues
D. Meeting schedule to review open issues and escalations

Answer: CD

NEW QUESTION 493
- (Exam Topic 4)
The marketing Manager at Universal Containers wants to leverage the power of sales cloud to support the sales following requirement:
* monitor website traffic
* Email 1200 leads per day
* capture customer satisfaction survey result on a web form
* Understand (report) the case of marketing exercise vs sales activity What should a consultant recommend to meet this requirement?

A. Use mass email, campaign, campaign influence, web-to-lead, opportunity and report
B. Use community campaign, web-to-lead, opportunity and report and dashboard
C. Use site.com campaign web-to lead opportunity, report, and dashboard
D. Use AppExchange marketing app, campaign, web-to-lead, opportunity and report

Answer: D

NEW QUESTION 494
- (Exam Topic 4)
Universal Containers recently enabled Chatter and has found it extremely helpful in the sales process. Given the success, Universal Containers would like to bring the competitive intelligence team into Salesforce to leverage Chatter to collaborate on opportunities when key competitors are identified. Which step should be considered when setting up the competitive intelligence team? Select two answers.

A. Set up each member of the competitive intelligence team with standard user licenses.
B. Add the competitive intelligence team to Chatter groups organized by competitor.
C. Set up each member of the competitive intelligence team with Chatter Free licenses.
D. Create a single user for the competitive intelligence team to share.

Answer: AB

NEW QUESTION 495
- (Exam Topic 4)
Cloud Kicks wants to allow a single view of Contacts that belong to the same Account Hierarchy chain. How should the Consultant meet this requirement?

A. Create a report to display all related Contacts.
B. Navigate to the Account hierarchy page to view all related Contacts.
C. Navigate to the default Contact Hierarchy Lightning Component on the parent Account.
D. Enable the View All Child Contacts feature.

Answer: A

NEW QUESTION 499
- (Exam Topic 4)
Sales management at Universal Containers needs to provide channel partners with easy access to approved product documentation. They also need to notify partners about the material revisions and updates. How can they achieve these goals in Salesforce?

A. Enable Content in the Partner Community and enable Content email alerts for partner users.
B. Enable the Document tab in the Partner Community and enable email alerts for partner users.
C. Add the Content related list to the partner contact page layout and enable content delivery.
D. Add the Content related list to the partner account page layout and enable content delivery.

Answer: A

NEW QUESTION 500
- (Exam Topic 4)
Universal Containers determines that opportunities are taking longer to close than in the past. Which action should sales management take to determine the reason behind the additional time to close? Select two answers.

A. Examine user login rates and the activity on open opportunity records.
B. Review the budget allocated to marketing campaigns.
C. Evaluate whether lead conversion rates have decreased over time.
D. Build a dashboard to display opportunity stage duration.

Answer: AD

NEW QUESTION 503
- (Exam Topic 4)
Cloud Kicks wants to improve its Return On investment (ROI) by creating intelligent processes built on trusted, targeted data. What are two justifications for using third-party data enrichment tools? Choose 2 answers

A. To create customer segment with personas and scoring
B. To enrich customer data signaling intent to purchase

C. To survey prospects on post-purchase of competitors' products
D. To monitor customers' and prospects' NPS score with their customers

Answer: BD

NEW QUESTION 506
- (Exam Topic 4)
A sales representative at UC frequently has multiple quotes related to an opportunity. Which solution should a consultant recommend to manage the quotes?

A. Click the Start Sync button on an opportunity to link it to a quote for an automatic synchronisation.
B. Update the quote line Item when a change is made to the opportunity product line items.
C. Click the Start Sync button on a quote to link it to the opportunity for automatic synchronisation.
D. Create workflow rules on opportunity product and quote line items to keep them synchronised.

Answer: C

NEW QUESTION 510
- (Exam Topic 4)
Cloud Kicks implementing Enterprise Territory Management for its retail sales. The Sales Director wants to organize Territories based on their characteristics. How can the Consultant meet this requirement?

A. Create a Territory Management Model with Territory Hierarchy and with priority.
B. Create a Territory Model with Territory hierarchy and set allocations.
C. Create a Territory Hierarchy, and set allocations and assignments.
D. Create Territory Types with priority and then create a Territory based on Territory Types.

Answer: D

NEW QUESTION 515
- (Exam Topic 4)
Universal Containers has just enabled advanced currency management. The Vice-president (VP) of Asia Pacific Sales wants to view currency in opportunity revenue reports in both the corporate currency of USE and the relevant country's currency. The VP of Asia Pacific Sales uses USE as the default currency. What solution should a consultant recommend to meet this requirement?

A. Create a dashboard and set the display currency to show all currencies for Asia Pacific.
B. Create an opportunity revenue report for each country and use a Joined report to display values.
C. Create a dashboard and a dashboard filter to only display Asia Pacific currencies.
D. Create an opportunity revenue report and include the amount and converted amount values.

Answer: D

NEW QUESTION 519
- (Exam Topic 4)
The Cloud Kicks Marketing Team purchased a marketing automation tool and are implementing a Lead qualification process. The Sales Director provided key attributes and activity history of the ideal Lead. What can Marketing do with this information to implement an automated solution?

A. Create reports based off the provided Sales metrics in the marketing automation tool and train Marketing users to identify and qualify Leads
B. Add fields for all key attributes to the Lead object and make them required
C. Set up the marketing tool to send any prospects to Salesforce and have Sales Reps assist in the qualification process
D. Develop the Lead score and grade based off the provided information to automatically determine when aLead should become qualified

Answer: D

NEW QUESTION 522
- (Exam Topic 4)
Universal Containers representative wants to see forecast amount by all sales representatives and by multiple product group. What would a consultant recommend to meet these requirement? Choose 2 answers

A. Implement collaborative forecast with product family
B. Build a forecast list view by product family groups
C. Implement collaborative forecast with quota attainment
D. Build a custom forecast report showing product groups

Answer: C

NEW QUESTION 523
- (Exam Topic 4)
In the last requirements meeting, Cloud Kicks team member mention that they will be taking the next week off for a conference. What should a Consultant do in response to this news?

A. Update the solution design while they are at the conference
B. Have the client sign off on requirements and start the build
C. Set up two requirements workshops the following week
D. Update the project plan and communicate it to all the stakeholders

Answer: D

NEW QUESTION 526
- (Exam Topic 4)
When an Opportunity Stage is marked as Closed Won, Cloud Kicks wants an email to be sent to a team of Executives. This email should include details about the Opportunity along with the related Opportunity Products and Account. Which solution should the Consultant recommend to active this requirement?

A. Use Process Builder and HTML Email Templates.
B. Develop an Inbound Email Service.
C. Use Workflow rules and HTML Email Templates.
D. Develop a custom Apex Trigger that uses custom email messaging.

Answer: D

NEW QUESTION 527
- (Exam Topic 4)
Each year on a Contact's birthday. Universal Containers wants to post a message to the Contact's Facebook page using Social Accounts and Contacts. What should a Consultant consider before implementing this solution?

A. Salesforce never posts anything to social network accounts.
B. The Saleforce User's Facebook password must be stored on the User record.
C. The Contact record must be updated each year to cause the Post to occur
D. The Contact Owner must Follow the Contact on Facebook.

Answer: D

NEW QUESTION 528
- (Exam Topic 4)
The Consultant at Cloud Kicks has successfully implemented the Einstein lead Scoring feature and now wants to measure the effectiveness and track lead conversation rates. Which three standard dashboards are available? Choose 3 answers

A. Lead Scores by Created Date
B. Conversion Rate by Lead Source
C. Lead score Distribution
D. Conversion Rate by Lead Score
E. Average Lead Score by Lead Source

Answer: CDE

NEW QUESTION 530
- (Exam Topic 4)
A company needs to enable a community to better engage with its customers. The key aspects of the community will include Cases, Knowledge, and Community Discussions. The company wants to quickly enable the community via a template. Which template should the company use?

A. Napili (Customer Service)
B. Koa
C. Salesforce Tabs +Visualforce
D. Kokua

Answer: B

NEW QUESTION 535
- (Exam Topic 4)
Universal Containers is planning to hire more sales representatives in response........growth. To optimize their sales impact, the sales management team wants to........What data should the sales management team consider when developing the......Choose 2 answers

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

Answer: AB

NEW QUESTION 538
- (Exam Topic 4)
UC would like to record performance about the conference and people who attended them. A contact would potentially attend multiple conference. Company would like to display this information on the contact layout using the standard configuration. How the system should be designed to meet the company's requirement.

A. Create a custom object for conference and a custom object to record attendee information
B. Use campaign for conference and add Campaign member to record attendee information
C. Create a custom object for conference and a custom lookup field to conference on Contact
D. Use campaign for conference and a custom object to record attendee information

Answer: B

NEW QUESTION 543
- (Exam Topic 4)
A customer needs chatter a custom mobile layout, and custom branding for its mobile users. Which solution should a consultant recommend?

A. Custom mobile
B. chatter for mobile
C. Salesforcel
D. Mobile classis

Answer: C

NEW QUESTION 548
- (Exam Topic 4)
Universal Containers wishes to implement a sales methodology that focuses on identifying customers challenges and addressing them with offerings. Which sales methodology is described above?

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

Answer: B

NEW QUESTION 549
- (Exam Topic 4)
UC wants to prevent sales user to modify certain opportunity fields when the sales stage has reached Negotiation/Review. However sales directors must able to edit these fields in case last minute updates are required. Which solution should a consultant recommended?

A. Create a Workflow rule to enable field access for the sales directors based on sales stage.
B. Create a validation rule to enforce field access based on the sales stage and profile.
C. Change the field label security for the sales rep to restrict field's access based on the sales stage.
D. Modify the profile for sales directors to enable the "Modify AH" object permission for the opportunities.

Answer: B

NEW QUESTION 550
- (Exam Topic 4)
Universal Containers wants to record information about the conferences it holds and people who attended them. An attendee could potentially attend multiple conferences. The Company would like to display this information on the contact layout using the standard configuration. How the system should be designed to meet the company's requirement.

A. Utilize campaigns for conference and a custom object to record attendee information
B. Utilize campaigns for conferences and add Campaign member to record attendee information
C. Create a custom object for conferences and a custom object to record attendee information
D. Create a custom object for conference and a custom lookup field to conference on Contact

Answer: B

NEW QUESTION 555
- (Exam Topic 4)
Cloud Kicks is a large global company. The week of global training falls on a holiday week for the European region of the office on holiday.
Which best practice should the Consultant recommend to overcome this obstacle?

A. Run the training as planned and record it so the other users can watch the video.
B. Talk to the manager of that region and tell them how important training is and that they should come.
C. Set up training session for just European region and run the scheduled training.
D. Move training for all users to the following week and communicate the change.

Answer: C

NEW QUESTION 558
- (Exam Topic 4)
To properly plan for company growth, Cloud kicks needs to track monthly revenue projections from the sales of its annual Subscription service.
How should the Consultant configure Salesforce to support this reporting need?

A. Opportunity Dashboard showing Opportunities Closed each month
B. Opportunity Dashboard showing Products sold each month
C. Opportunity Products with monthly Product Schedules
D. Opportunity Products with formula fields for each month's value

Answer: C

NEW QUESTION 561
- (Exam Topic 4)
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 relationships between the various elements of the sales process be defined to meet these requirements?

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

Answer: B

NEW QUESTION 564
- (Exam Topic 4)
UC wants to migrate accounts from a legacy system into Salesforce. The client wants the unique account IDs for the account records in the legacy system to be imported into Salesforce to allow a quality control comparison to be conducted after the migration is complete and facilitate future integration. What solution should the consultant recommend to meet this requirement?

A. Create a custom external ID field in Salesforce and migrate the legacy system account ID into this field
B. Create s custom object called external ID and migrate the legacy system account ID data into this custom object.
C. Ensure that the names of the account records are migrated correctly so the client can conduct proper quality control U testing.
D. Create a custom unique number field in Salesforce and migrate the legacy system account ID into this field.

Answer: A

NEW QUESTION 569
- (Exam Topic 4)
UC wants to migrate accounts from the legacy system into Salesforce. Client want the unique Account Ids for the account records in the legacy system to be imported into the salesforce to allow the quality control comparison to be conducted after the migration is completed and facilitate future integration. What solution the consultants recommend to meet this requirement?

A. Create a custom unique number field in salesforce and migrate the legacy account Id in this field.
B. Ensure the names of Account Records are migrated correctly so the client can conduct proper quality control testing.
C. Create a custom object called external Id and migrate the legacy system account Id data this custom objects.
D. Create a custom External Id field in salesforce and migrate the legacy system Account Id into this.

Answer: D

NEW QUESTION 570
- (Exam Topic 4)
Universal Containers knows it will be adding new Cases at a rate of 4-6 million per year and wants to maintain performance over time. Which two recommended techniques should be utilized? Choose 2 Answers

A. Ask contact center managers to review data each quarter to possibly delete
B. Write an Apex trigger that deletes one case each time a new case is created
C. Create a data retention plan that archives or purges cases at regular intervals
D. Optimize queries to reduce the scope of Cases included with each search

Answer: CD

NEW QUESTION 575
- (Exam Topic 4)
UC shares specific accounts with its partners and is considering the use of Salesforce to Salesforce to increase visibility and collaboration for deals managed through its partner channel. The company's key partners also currently use Salesforce. What should be considered for this implementation? Choose 2 answers

A. Partners can see all opportunities created by Universal Containers on shared accounts.
B. Universal Containers can report on shared opportunities managed by partners.
C. Partners will be able to see all Chatter feeds on shared opportunities.
D. Partners can create and share opportunities associated to shared accounts.

Answer: BD

NEW QUESTION 576
- (Exam Topic 4)
Sales directors at Northern Trail Outfitters (NTO) need access to edit opportunity fields in the case of last minute updates once the sales stage reaches Negotiation/Review; however, sales representatives should not have editing rights at the stage. Which solution should the consultant advise?

A. Modify the profile for sales directors to enable the 'Modify AN' object permission for opportunities
B. Change the field-level security for sales representatives to restrict field access based on the sales stage
C. Create a workflow rule to enable field access for sales directors based on the sales stage
D. Create a validation rule to enforce field access based on the sales stage and a custom permission

Answer: D

NEW QUESTION 580
- (Exam Topic 4)
ACloud Kicks syncs with a distributor partner's external system that ships the "Shoe of the Month" club to all Cloud Kicks' monthly subscribers. The VP Of Delivery wants to get notifications when machines that fold the boxes are malfunctioning, so that they can preemptively communicate to subscribers that the shipment may be delayed. What should the Consultant recommend?

A. Platform Events
B. Salesforce-to- Salesforce
C. Salesforce Connect
D. Workflow rules with email alerts

Answer: C

NEW QUESTION 583
- (Exam Topic 4)
The Universal Containers Contact Center has Customer Support Agents who speak Spanish and wants all cases where Spanish is the preferred language to be handled by these agents in real time. Universal Containers allows customers to contact agents through phone and chat. Which Solution should be implemented to support this?

A. Visual Workflow
B. Omni-Channel
C. Case Auto-Response Rules
D. Case Assignment Rules

Answer: B

NEW QUESTION 588
- (Exam Topic 4)
When enabling multiple currencies what feature is enabled on all opportunity? Choose 2 answers

A. Currency must be specified for the opportunity
B. User's defaults currency overrides the specified opportunity currency
C. The selected currency is used for the Amount (Converted) field
D. the selected currency is used for the Amount field

Answer: AD

NEW QUESTION 590
- (Exam Topic 4)
Universal Containers would like to implement Omni-Channel within Service Cloud for their representatives. What is the first step an Administrator is required to perform in order to configure Omni Channel?

A. Assign Users to the Omni-Channel Feature License
B. Assign Users to Omni-Channel permissions
C. Enable Omni-Channel by clicking Settings in Setup
D. Contact Salesforce to have Omni-Channel enabled

Answer: C

NEW QUESTION 592
- (Exam Topic 4)
Cloud Kicks has just completed a Sales Cloud implementation and the marketing team is creating campaigns. Cloud Kicks wants to gain feedback on the implementation. What should the Consultant recommend?

A. Upgrade to the latest Salesforce release.
B. Sign off on the Statement of work.
C. Complete a post-mortem.
D. Undergo training

Answer: C

NEW QUESTION 594
- (Exam Topic 4)
Universal Containers requires that each of its products is sold with 12 months of product maintenance. This is enter... a separate opportunity product line item on the opportunity. Once an opportunity is closed/won and the order has been shipped to the customer, the service manager manually records the maintenance line item in the assets object and sends an alert 90 days prior to the expiration date. What should a consultant recommend to streamline this process?

A. Request the sync order to asset feature from salesforce to create an asset record once an opportunity is closed/won.
B. Install an AppExchange app or create a trigger to automatically create an asset record once an opportunity is closed/won.
C. Create a trigger on the asset object once an opportunity is closed/won, and add a button to the opportunity layout.
D. Turn on the sync asset feature from the asset settings to create an asset record once an opportunity is closed/won.

Answer: B

NEW QUESTION 596
- (Exam Topic 4)
UC requires credit checks for all opportunities greater than$50000. The credit management team members are all Salesforce users. What should a consultant recommend to notify the credit manager that an opportunity needs a credit check?

A. Use workflow to send an email to the credit manager profile.
B. Use a validation rule to send an email to the credit manager role.
C. Use an Apex trigger to create a task for the credit manager user.
D. Use workflow to assign a task to the credit manager user.

Answer: D

NEW QUESTION 599
- (Exam Topic 4)
The Marketing Director at Cloud Kicks has requested that a form be added to the company website to capture new lead contact information and the Primary Product they are interested in. Once submitted, a lead should receive an email tailored to the Primary Product they selected. The lead record should also be

assigned to the correct owner for that Primary Product. Which three steps are required to create an efficient solution? Choose 3 answers

A. Configure lead assignment rules to route leads to the correct owner.
B. Create a Visualforce page that includes both standard and custom fields.
C. Leverage a Lightning Component that collects the information and routes it.
D. Create email templates for each Primary Product with corresponding email response rules.
E. Generate a web-to-lead form that includes both standard and custom fields.
F. Create a lead owner field on the product record to use for assignment.

Answer: ADE

NEW QUESTION 600
- (Exam Topic 4)
What is a consideration when implementing Advanced Currency Management? Choose 3 answers

A. The converted amount of an opportunity uses dated exchange rates based on the close date of the opportunity.
B. Advanced currency management dated exchange rates are automatically updated on a monthly basis
C. Currency roll-up summary fields from opportunity products to an ortunity use the dated exchange rate
D. Advanced currency management can be enabled or disabled in the organization under the company profile if needed.

Answer: ACD

NEW QUESTION 602
- (Exam Topic 4)
UC wants to give access to Salesforce to its sales reps on the road, even when they are in areas not covered by internet reception. What solution should a consultant propose?

A. Salesforce Touch
B. Salesforce Classic
C. Salesforcel app
D. Custom hybrid app

Answer: C

NEW QUESTION 607
- (Exam Topic 4)
What are the benefits of enabling territory management? Choose 3 answers

A. Support to complex and frequently changing sales organization
B. Ability to generate account sharing rule based on territory membership
C. Support for multiple forecast per user based on territory membership
D. Ability to expand private sharing model using account criteria
E. Ability to include opportunity in more than one record.

Answer: CD

NEW QUESTION 608
- (Exam Topic 4)
Universal Containers agents often need to access the same cases, contacts, and orders multiple times per day. What should a consultant recommend to meet this requirement?

A. Enable the “History” component within the Salesforce Console for Service
B. Enable the “Access Recent Items” user permission on the user profiles
C. Create a custom list view for cases, contacts, and orders and pin them to the side bar
D. Embed a “Recent Items” Visualforce component into the Salesforce Console for Service

Answer: A

NEW QUESTION 612
- (Exam Topic 4)
Cloud Kicks has a private sharing model on Accounts. Account Executives need to ensure that Business Development Users can qualify marketing Opportunities on their accounts. There can be different Business Development Users for a given opportunity. Sales Management needs to be able to report on which Business Development Users are assigned to opportunities. What should the Consultant recommend to the Account Executives?

A. Share Opportunities with Business Development Users by granting read access to Opportunities in their portfolio.
B. Add Business Development Users as Account Team members with a role that grants Modify All access.
C. Share Accounts with Business Development Users.
D. Add Business Development Users as Opportunity Team members with a role that grants read/write access.

Answer: D

NEW QUESTION 613
- (Exam Topic 4)
On Lead creation, the Sales Director of Cloud Kicks wants to implement rules to assign lead to the appropriate user. The new record should have the assignee's default record type.
Which approach should the Consultant recommend to meet the requirement?

A. Specify the Lead Assignment Rules to take the record type of the assignee.
B. Specify in the Profile settings to take the record type of the assignee.
C. Specify in the Lead settings to take the record type of the assignee.
D. Specify in the User settings to take the record type of the assignee.

Answer: A

NEW QUESTION 618
- (Exam Topic 4)
Cloud Kicks has recently migrated from Salesforce for Outlook to Lightning Sync. While migrating, Salesforce for Outlook hasn't been disabled for Lightning Sync users. There are some conflicting settings in both Outlook configuration and Lightning Sync configuration. What happens as a result if there are any conflicts?

A. Salesforce gives preference to Lightning Sync settings.
B. Salesforce stops the sync and reports the errors.
C. Salesforce gives preference to Salesforce for Outlook settings.
D. Salesforce gives preference to Salesforce permission settings.

Answer: A

NEW QUESTION 620
- (Exam Topic 4)
Universal Containers Contact Center wants to increase its profit margins by promoting call deflection within Service Cloud Which two solutions should a Consultant recommend?
Choose 2 answers

A. Customer Community
B. Service Cloud Console
C. Automatic Call Distribution
D. Knowledge Base

Answer: AD

NEW QUESTION 622
- (Exam Topic 4)
The VP of Operations wants to synchronize customer data from the data warehouse with Salesforce. What should the Consultant recommend to ensure data integrity?

A. Set up an encrypted field on the Account object with Read Only on the field security settings for all profiles except the ^ administrator profile
B. Set up a Flow on the Account object to check for unique values.
C. Set up a Process Builder process on the Account object to check for unique values.
D. Set up an External ID field on the Account object with Read Only on the field security settings for all profiles except the administrator profile.

Answer: D

NEW QUESTION 623
- (Exam Topic 4)
Which two solutions should a consultant recommend while designing a plan to decrease a company's cost per call? Choose 2 answers

A. Bypass entitlement verification
B. Increase the call-to-order ratio
C. Use integrated voice response
D. Use suggested Knowledge articles

Answer: CD

NEW QUESTION 626
- (Exam Topic 4)
A sales representative at Universal Containers who recently lost a sales deal to a competitor has set the opportunity stage to closed/lost. What impact will this have on the opportunity in the forecast?

A. It will be associated with the closed forecast category and it contributes to the forecast.
B. It will be associated with the omitted forecast category and sales management must override to exclude it from the forecast.
C. It will be associated with the lost forecast category and only sales managers will be able to view it in the forecast.
D. It will be associated with the omitted forecast category and does NOT contribute to the forecast.

Answer: D

NEW QUESTION 627
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