Salesforce

Exam Questions CRT-251

Salesforce Certified Sales Cloud Consultant (SU18)

NEW QUESTION 1
Universal Containers' current solution for managing its forecasts is cumbersome. The sales managers do NOT have visibility into their teams' forecasts and are NOT able to update the forecasts. As a result, the managers are continually asking their sales representatives to provide updated forecast data via email or phone. Which two solutions should a consultant recommend to help Universal Containers improve the management of their forecasts? Choose two answers.

A. Enable override forecast permission in the Manager's profile.
B. Configure weekly customized forecast reports and dashboards to be emailed to sales management.
C. Create a forecast hierarchy and assign managers to the forecast manager role.
D. Create forecast Chatter groups where sales representatives can post and share their forecasts.

Answer: AC

NEW QUESTION 2
Universal Containers has a customer base that includes both individual consumers and businesses. The company has implemented Person Accounts in Salesforce and has a custom object for "Policies" that needs to relate to both Person Accounts and business accounts.
What is the minimum configuration on the policy custom object needed to meet this requirement?

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

Answer: B

NEW QUESTION 3
Universal Containers does NOT have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, these 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. Assign all leads to the partner channel manager to validate the lead data and manually assign to partners.
B. Create multiple validation rules to ensure that all fields on the lead record are populated with data.
C. Create a custom lead score field to assess lead quality and assign the leads that exceed this score to partners.
D. Use the lead score on the Find Duplicates button and assign the leads with a score in the high category.

Answer: C

NEW QUESTION 4
Universal Containers wants to capture business sector information on a lead and display the information on the account and contact once the lead has been converted. How can these requirements be met?

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

Answer: C

NEW QUESTION 5
Universal Containers wants to equip its sales team with mobile capabilities. The sales team needs to quickly look up contacts, accounts, and opportunities and easily log calls. Due to limited coverage in certain geographic areas, the sales team wants access to customer information even without an Internet connection.
Which mobile solution is appropriate for the Universal Containers' sales team?

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

Answer: A

NEW QUESTION 6
The marketing department at Universal Containers is migrating from its legacy campaign and email management system to Salesforce and wants to ensure that its communication materials can be migrated as well. What should a consultant recommend to migrate the marketing department's email templates?

A. Enable Email-to-Close and use the Import Wizard.
B. Create an email template change set or use the Lighting Platform.
C. Manually recreate the email and mail merge templates in Salesforce.
D. Enable Email to Salesforce before sending email templates to Salesforce.

Answer: C

NEW QUESTION 7

Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption of the new solution. Which three Sales Cloud deployment factors should be considered to help ensure adoption? Choose three answers.

A. Type of training delivered
B. Sales rep quota targets
C. Management communications
D. Maintenance release schedule
E. Training in local language

Answer: ACE

NEW QUESTION 8
Universal Containers needs to show a dashboard with forecast by product family with quotas. Which solution should a consultant recommend?

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

Answer: D

NEW QUESTION 9
A consultant has created a custom formula field on Opportunity that multiples the Opportunity Amount by the Account's Discount field. Which Currency will the formula field use for its value if the Opportunity and the Account records have different Currencies?

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

Answer: B

NEW QUESTION 10
The sales management team of Universal Containers has noticed that opportunities are taking longer to close. Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days. Which two reporting tools can the sales management team leverage to help determine the cause? Choose two answers.

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

Answer: BD

NEW QUESTION 10
Sales management at Universal Containers is concerned that pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are closed/won. Which two solutions will help sales management identify and address the issue? Choose two answers.

A. Run the opportunity pipeline standard report to view the upcoming opportunities by stage.
B. Use a workflow rule to email sales management when the opportunity is created in the closed/won stage.
C. Create a report that displays opportunities that have a closed date less than or equal to the created date.
D. Create a workflow rule that automatically updates the opportunity to the first stage in the sales process.

Answer: BC

NEW QUESTION 13
Universal Containers has a private sharing model and wants the ability to share documents related to an opportunity, such as contracts and proposals, with the field sales team.
How can the documents be shard efficiently and securely?

A. The documents should be uploaded to Salesforce Files and shared with the field sales organization.
B. The documents should be emailed to the sales team on the opportunity record.
C. The documents should be uploaded to Salesforce Files from the opportunity record.
D. The documents should be uploaded to a library that is shared with the field sales organization.

Answer: A

NEW QUESTION 15
Universal Containers wants to improve the accuracy of its current sales forecast. It also wants to improve the relevance of its sales stages and the role they play in the sales process.
How should the relationship between the various elements of the sales process be defined to meet these requirements?

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

Answer: D

NEW QUESTION 17
Universal Containers plans to implement lead management functionality for channel sales representatives who need to push pre-qualified leads to their partners. Partners need the ability to access and update the leads assigned to them. Which solution should a consultant recommend for this scenario?

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

Answer: D

NEW QUESTION 19
Universal Containers has its sales representatives enter a new lead whenever they are prospecting a new customer. After qualifying the new lead, a new opportunity must be created to track the deal.
Which three actions should a consultant recommend to enforce data quality and accuracy? (Choose three.)

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

Answer: BDE

NEW QUESTION 21
A lead sharing rule has been defined so that leads owned by the record owner are shared with the public group called “Sales Team.”
Who will have access to these records, assuming that a private sharing model is in place on these objects and there are no sharing rules defined for those objects, when the lead is converted to an account, contact, and opportunity?

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

Answer: C

NEW QUESTION 24
......