Salesforce

Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

NEW QUESTION 1
Up to this point, two sales have had separate accounts and opportunities. Sales Rep A wants to include Sales Rep B in a few opportunities on one account. Which two actions can Sales Rep A allow Sales Rep B to do when Account Teams are enabled and used for this account? Choose 2 answers

A. Grant Read access on the account's cases.
B. Edit all opportunities on the account.
C. View the account and keep activities private.
D. View one of the opportunities on the account.

Answer: AB

NEW QUESTION 2
A consultant has completed the Build and Validate phases of a Sales Cloud implementation at Cloud Kicks. Which step should the consultant complete next?

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

Answer: C

NEW QUESTION 3
Cloud Kicks just deployed Sales Cloud globally and wants to make sure that all of its users are using Salesforce. How should the consultant determine if all regions are using Salesforce?

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

Answer: D

NEW QUESTION 4
Northern Trail Outfitters (NTO) has completed its annual planning and wants to update the territory assignments for all sales reps in its enterprise. NTO understands this can impact the current year closing due by the end of the quarter. The IT team is also planning a release of the new incentive management package that will be used by sales reps.
Which two considerations should the consultant consider when deciding on the timing of the release? Choose 2 answers

A. Testing changes to Territory Management and the incentive management package should be completed in a Full Sandbox before releasing to Production.
B. Changes to Territory Management need to be made in Production directly and can be completed without impacting users.
C. Installing a new incentive management package along with Territory Management changes may add high risk to the deployment.
D. Combining the Territory Management changes, and the incentive management package allows for mi faster ramp-up time for users.

Answer: AC

NEW QUESTION 5
Universal Containers has hired a new employee for the Global Sales Leadership team. The employee is intere in fostering friendly competition between account executives, with emphasis on reinforcing activities that dm sales. Historically, for every four prospect meetings held, one sale was generated.
Which action would help support the sales teams?

A. Create subscription reports to send daily prospect meetings planned to the Assigned user for those events.
B. Show a leaderboard on the regional sales dashboards highlighting the account executives who have created the most opportunities.
C. Show a leaderboard on the regional sales dashboards highlighting account executives who have held the most prospect meetings.
D. Create a dashboard that displays the most sales dosed by region using charts to show sale: green and lost opportunities in red.

Answer: B

NEW QUESTION 6
Which data migration sequence should consultant recommend for the objects?

A. Opportunities, Products, pe Line toe Cases, Leads, Campaigns, Accounts, Contacts:
B. Accounts, Opportunities, Contacts, Products, Product Line Items, Cases, Leads, Campaigns
C. Contacts, Accounts, Leads, Campaigns, Opportunities, Products, Product Line Items, Cases.
D. Accounts, Contacts, Opportunities, Products, Product Line Items, Cases, Lead
E. Campaigns

Answer: D

NEW QUESTION 7
Cloud Kicks has a requirement to measure end user adoption and data quality in Salesforce. Which solution should the consultant recommend?

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

Answer: C

NEW QUESTION 8
Universal Containers recently implemented Sales Cloud. Stakeholders want insights into how logging interactions with customers impacts the number of won sales deafs.
Which report should the consultant create to meet the requirement?

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

Answer: B

NEW QUESTION 9
Cloud Kicks has 12 stages m its sales process. The probability of winning the sale must be indicated. The sales manager uses sales stages and probability for forecasting. The sales manager wants a condensed summary of the forecasts without affecting the sales team.
Which approach should a consultant recommend to streamline forecast reporting?

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

Answer: D

NEW QUESTION 10
Cloud Kicks is preparing to deploy its configurations. The chosen release date is during a Salesforce Release window. The current configuration is in Non-Preview Sandbox. Which two strategies should a consultant recommend?
Choose 2 answers

A. Deploy before the Salesforce Release
B. Test new configurations in a Non-preview Sandbox
C. Deploy after the Salesforce Release.
D. Test new configurations in a Preview Sandbox.

Answer: CD

NEW QUESTION 10
A sales manager at Cloud Kicks wants the sales team to stay informed about the team's progress in Quip. Which approach should a consultant recommend?

A. Use Salesforce Chatter groups and enable access to the sales team.
B. Utilize Salesforce Notes standalone related list in Lightning Experience.
C. Connect a document or spreadsheet to a Slack channel.
D. Use Salesforce Chatter groups and restrict access to the sales team.

Answer: C

NEW QUESTION 15
Cloud Kicks (CK) hired a consultant to analyse its Salesforce forecasting configuration end advise CK on how to improve it. The consultant found opportunities in the Value Proposition stage showed up m Collaborative Forecasting inconsistently, which led to inaccurate reporting
What should the consultant recommend to ensure that opportunities show up consistently?

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

Answer: C

NEW QUESTION 16
Cloud Kicks wants to sell to both consumers and businesses. The consumer sales team and business sales team will use different Stages.
Which two Salesforce functions will allow the consultant to meet this requirement? Choose 2 answers

A. Sales Processes
B. Pipeline Inspection
C. Opportunity Splits
D. Record Types

Answer: AD

NEW QUESTION 18
At Universal Containers, in addition to the sales team, support reps are sometimes eligible for commissions. When support reps are involved in a deal, they should receive a credit of 15% of the revenue.
What should the consultant consider when designing a revenue sharing solution?

A. Revenue splits are required in order to use overlay splits.
B. Overlay splits Allocated on art Opportunity can total any percentage.
C. Overlay splits can be assigned to any user with the appropriate profile.
D. Revenue splits allocated on an Opportunity can total any percentage.

Answer: D

NEW QUESTION 19
The Cloud Kicks CEO needs to run reports from the sales team's reports folder. The CEO's assistant needs to control access to the reports. Sales managers need to change the reports when necessary.
How should the consultant meet the requirement?

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

Answer: A

NEW QUESTION 22
Universal Containers is analyzing data to identify gaps and wants to know which Accounts with open Opportunities are missing Contacts.
Which feature should a consultant recommend building this report?

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

Answer: D

NEW QUESTION 23
The sales team at Cloud kicks Cloud has roughly 100 members. The sales director has requested that newly created reports be shared with the sales team.
How should the consultant efficiently share these reports?

A. Create a report folder, add members in a specific profile, and share the Report folder.
B. Create a report folder, add members in a specific Role, and share the Report folder.
C. Create a report folder, add members to a Private Group, and share the Report folder.
D. Create a report folder, add members in a specific Queue, and share the Report folder.

Answer: B

NEW QUESTION 26
Cloud Kicks (CK) needs to determine the effectiveness of a recent marketing campaign on new leads' quality. CK is using Einstein Lead Scoring,
Which solution should the consultant recommend?

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

Answer: B

NEW QUESTION 29
Universal Containers (UC) recently implemented new Sales Cloud solutions. UC stakeholders believe that user adoption is best measured by the login rate.
Which two additional key metrics should the consultant recommend?
Choose 2 answers

A. Login lockouts
B. Activities logged
C. License assignments
D. Data quality score

Answer: BD

NEW QUESTION 34
Cloud Kicks (CK) maintains products and price books on an external platform due to the high frequency of pricing changes to products. CK has a B2B license.
Sales managers want to monitor pipeline by sales rep and territory, report on team revenue to goal, and view order status «n Salesforce.
What are two actions the consultant should take to meet the requirements? Choose 2 answers

A. Enable Optional Price Books for Orders.
B. Implement Opportunity Teams and Opportunity Splits
C. Use opportunities and enable Forecasts
D. Import products and price books from the external platform.

Answer: AB

NEW QUESTION 39
The admin at Cloud Kicks needs to understand the adoption of Salesforce Files and multi-factor authentication.
What should a consultant recommend analysing adoption?

A. Review the Setup Audit Trail.
B. Create a report for the Login History object.
C. Run the Salesforce Optimizer.
D. Open the Lightning Usage App.

Answer: CD

NEW QUESTION 40
Cloud Kicks needs to associate some Contacts with many Accounts. Which solution should a consultant recommend meeting this requirement?

A. Use the Contact roles related list on Accounts.
B. Add a custom Account lookup field on the Contact.
C. Use the Contact to Multiple Accounts feature.
D. Add Contact to the partners related list on other Accounts.

Answer: C

NEW QUESTION 42
Cloud Kicks (CK) has a custom object, Project__c, that has a lookup relationship to the Opportunity object. The CK project manager has requested a report that includes both Project__c and Opportunity data.
What should the consultant use to include data from both the Project__c and Opportunity objects in one report?

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

Answer: D

NEW QUESTION 45
A large company is about to undertake its Initial Sales Cloud implementation. Different people will create features in multiple sandboxes. The consultant has recommended using change sets to move customizations to the full copy sandbox for testing and then move them to production for release
Which two approaches should the consultant recommend to help migrate the customizations from the full copy sandbox to production?
Choose 2 answers

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

Answer: BC

NEW QUESTION 46
Universal Containers has configured the Account organization-wide default (OWD) sharing as Public Read Only. All customer Accounts are owned by the customer successmanager. When a customer calls support to update their contact information, the support agent on their Account team is unable to edit the Account.
Which approach should a consultant recommend allowing the support agent to edit the Account, while still enforcing the Public Read Only OWD?

A. The support agent should add themselves to the customer's Account team to grant Edit permissions.
B. The support agent should contact the customer success manager to update the Account.
C. The customer success manager should change the owner of the Account to the support agent.
D. The customer success manager should include the support agent on the default Account team with Edit permissions.

Answer: D

NEW QUESTION 51
The Cloud Kicks sales team collaborates on opportunities which help them close more deals. What should the consultant configure to allow contributing sales team members to share in the revenue from closed opportunities?

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

Answer: A

NEW QUESTION 56
The admin at uBHMBon tamers has been getting complaints from sales reps about duplicate Leads … Salesforce. The admin has already set up a matching rule for Leads.
What should the consultant recommend to resolve the issue?

A. Confirm the standard matching rule is inactivated.
B. Change the criteria for the standard Lead matching rule.

C. Change the criteria for the standard Contact matching rule.
D. Confirm the custom matching rule is activated.

Answer: D

NEW QUESTION 57
A consultant has been tasked with analyzing the way sates reps use Salesforce to work a deal from inception to close, and then presenting this information to management.
What should the consultant utilize to present the information?

A. Sales Architecture Map
B. Business Process Map
C. System Landscape Diagram
D. Entity Relationship Diagram

Answer: B

Explanation:
The best way for the consultant to present the information about how sales reps use Salesforce to work a deal is to utilize a Business Process Map. This map will provide an overview of the process, and can be used to explain how each step of the process works. Additionally, a Business Process Map can also be used to identify areas of optimization and improvement, as well as to document any changes that need to be made. A Sales Architecture Map, System Landscape Diagram, and Entity Relationship Diagram are not suitable for this purpose.

NEW QUESTION 58
A consultant has conducted Discovery sessions with Cloud Kicks stakeholders and is ready to start gathering use cases for Sales Processes.
Which two groups should provide content for the use cases? Choose 2 answers

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

Answer: AC

NEW QUESTION 59
The sales department at Cloud Kicks is growing quickly. New sales executives should prioritize interacting with existing contacts who are decision makers and influencers to further the business relationship.
Which solution should the consultant recommend?

A. Use Contact roles on the Opportunity object.
B. Add a contact lookup Meld to the Opportunity.
C. Add a multi-select picklist field on the Opportunity object.
D. Use a junction object between the Opportunity and Contact.

Answer: A

NEW QUESTION 64
Cloud Kicks has identified the KPIs it wants to track for the year. The inside sales team wants a visual way to see the team's progress for the year.
What should the consultant recommend to meet the requirement?

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

Answer: D

NEW QUESTION 65
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 survey customers to update their data
B. To enhance prospect data signaling intent to purchase
C. To find new prospects who match the selling segment
D. To create customer segments with personas and scoring

Answer: BC

NEW QUESTION 66
The admin at Universal Containers is attempting to retire a Product, but they are receiving an error because the Product is associated to an Opportunity.
What should the consultant recommend to resolve the issue most efficiently'

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

Answer: A

NEW QUESTION 71
Organization-wide default settings for Account is set to Private at Cloud Kicks- Users are unable to see each others accounts.
When a Salesforce admin assigns User A as the owner of an opportunity related to User B's account, which additional access will User A gain?

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

Answer: D

NEW QUESTION 74
The consultant at Cloud Kicks has successfully implemented the Einstein Lead Scoring feature, and now wants to measure its effectiveness and track lead conversion rates.
Which three standard dashboards are available? Choose 3 answers

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

Answer: ABE

NEW QUESTION 75
Northern Trails Outfitters (NTO) is ready to start the next phase of its Salesforce implementation. A consultant recommends using Universal Process Notation (UPN) to document the business process maps NTO will use as its guide.
As NTO maps out its processes, which two key principals of UPN should the team keep in mind? Choose 2 answers

A. Attach supporting information at the detail level.
B. Use symbols of different colors, arrows, and swim lanes for clarity.
C. Limit the number of activity boxes on the screen to 8 to 10.
D. Keep version control and change history at the diagram level.

Answer: CD

NEW QUESTION 80
Cloud Kicks uses .pdf documents in Sales Cloud to help the sales team learn about new products. Which feature should a consultant recommend to store these documents?

A. Files sync
B. Salesforce Files
C. Document lists
D. Salesforce Knowledge

Answer: B

NEW QUESTION 81
‘Cloud Kicks (CK) needs to comply with GDPR requirements. Personal information is limited to only users who need access to a company's:
Account. CK has a private Account model.
How should the consultant provide specific Account access to the renewals and sales operations teams?

A. Build renewals and sales operations Account team member roles and allocate them to the appropriate users,
B. Create a criteria-based sharing rule to share Accounts with the sales operations and renewals public groups.
C. Change the roles of renewals and sales operations team members in the default Opportunity team.
D. Create a role-based sharing rule to share all Accounts with the sales operations and renewals roles.

Answer: B

NEW QUESTION 83
During the Discovery phase of a project, which three steps should a consultant complete to prepare for a successful engagement? Choose 3 answers

A. Create implementation plan.
B. Establish project goals.
C. Define sales processes.
D. Define success metrics.
E. Set project milestones.

Answer: ADE

NEW QUESTION 85
The sales manager at a company has noticed that sales teams are having trouble understanding who should an Opportunity. Sales teams base their sales Opportunities on assignments to specific ZIP codes.

Which solution should the consultant recommend?

A. Sharing Rules
B. Territory Management
C. Account Teams
D. Sales Cloud Einstein

Answer: B

NEW QUESTION 87
Cloud Kicks requires its sales associates to record all customer interactions within Salesforce. Which sales metric can a sales manager at Cloud Kicks use to monitor and reinforce
its sales strategy?

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

Answer: D

NEW QUESTION 90
The Cloud Kicks marketing team wants to view and report in Lightning on any opportunities created as a result of 2 Campaign. Which two choices should a consultant recommend meeting the requirement?
Choose 2 answers

A. Use Data Loader to export Opportunity and Campaign Influence and merge the results.
B. Enable Customizable Campaign Influence in Setup.
C. Add the Campaign Influence related list to the Opportunity page layouts.
D. Create a joined report between Opportunity and Campaign to show influence.

Answer: AC

NEW QUESTION 93
Cloud Kicks (CK) has two sales divisions: a franchise sales division and a public sales division. The sales reps for each division have different user profiles. The sales reps for the franchise sales division should only be able to set up Business Accounts. What should the consultant recommend meeting this requirement?

A. Remove Person Account Record Types from the franchise sales user profile.
B. Ensure there are a minimum of two Record Types for Person Accounts.
C. Use sharing rules to share Accounts between franchise and public divisions.
D. Ask Salesforce Support to disable Person Accounts in CK's org.

Answer: A

NEW QUESTION 94
A consultant is beginning a new project with Cloud Kicks to implement collaborative forecasting. What should the consultant use to gather requirements using an Agile methodology?

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

Answer: D

NEW QUESTION 96
Universal Containers wants to divide the revenue of the closed Opportunities between sales reps that worked on the deal. Additionally, on some deals, the sales reps work with technical sales managers and want a way to credit them for their support.
How should the consultant meet this requirement?

A. Enable Opportunity Teams and ask Opportunity owners to add technical sales managers.
B. Use adjustments in Collaborative Forecasting to attribute Opportunity revenue to each technical sales manager
C. Enable Opportunity splits, revenue splits for sales reps, and overlay splits for technical sales managers.
D. Create 2 formula field on the Opportunity to track revenue attributed to technical sales managers.

Answer: D

NEW QUESTION 101
Cloud Kicks (CK) has an external enterprise resource planning (ERP) system that stores product order information. CK wants to view those orders as a related list on the account record in real time.
Which best practice should the consultant recommend?

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

Answer: A

NEW QUESTION 106
The sales department at cloud kicks is growing quickly. New sales executives should prioritize interacting with existing contacts who are decision makers and influencers to further the business relationship.
Which solution should the consultant recommend?

A. Use Contact roles on the Opportunity object.
B. Add a contact lookup Meld to the Opportunity.
C. Add a multi-select picklist field on the Opportunity object.
D. Use a junction object between the Opportunity and Contact.

Answer: A

NEW QUESTION 111
Cloud Kicks (CK) frequently has multiple sales reps who collaborate on an opportunity. CK needs Salesforce to allocate credit to each sales rep to track against a sales quota.
Which Salesforce feature should the consultant use to meet this requirement?

A. Opportunity Splits
B. Sales Analytics
C. Custom Metadata
D. Collaborative Forecasting

Answer: A

NEW QUESTION 112
Cloud Kicks has a complicated sales process. Sales reps often have difficulty deciding when to move opportunities through various stages.
Which solution should the consultant recommend?

A. Use automation to send emails to sales reps with Guidance for Success
B. Configure a dashboard that shows opportunities that have remained in the same stage for 30 days
C. Activate Path and add up to five key fields and Guidance for Success
D. Advise sales reps to collaborate on Slack to move opportunities along the pipeline.

Answer: C

NEW QUESTION 115
Cloud Kicks (CK) wants to ensure Opportunity are associated with the relevant marketing Campaign In the past, CK has struggled to evaluate marketing Campaign ROI.
Which process improvement should the consultant recommend?

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

Answer: B

NEW QUESTION 117
The enterprise architect for cloud Kicks wants to understand how objects in sales cloud are connected to one another.
Which two approaches should a consultant use to help the architect? Choose 2 answers

A. Explain the types of object relationships in Salesforce
B. Review the Object Manager tab in Setup with the customer.
C. Use Schema Builder to show a visual of related objects.
D. Obtain an export of object data from the current system.

Answer: AB

NEW QUESTION 121
Sales managers at Cloud Kicks have noticed that information in some opportunity reports is incomplete. A consultant has performed an analysis and determined that opportunity stage reports often lack key information that sales managers expect at each stage because sales reps have yet to enter the data.
What should the consultant recommend so opportunity stage reports always contain the data managers expect?

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

Answer: C

NEW QUESTION 122
A customer notices a large increase in leads created overnight which exceed the daily limits. Upon examination, the leads appear to be created by bots. The Customer uses a standard web-to-lead from without safeguards in place to limit spam on forms.

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

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

Answer: A

NEW QUESTION 126
In the Discovery phase of a Sales Cloud implementation, what are three effective ways a consultant can determine the design of the system? Choose 3 answers

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

Answer: BDE

NEW QUESTION 127
The Cloud Kicks global sales teams are distributed across regions. Sales leadership wants to give access to dashboards based on region. For example, users within the region should have access to regional dashboards while the leadership team should have access to global dashboards.
What should the consultant recommend meeting this requirement?

A. Create Dashboard folders for each regional sales team and one Dashboard folder for the leadership and team.
B. Create one Dashboard folder for all regional sales teams and one Dashboard folder for the leadership team.
C. Create one Dashboard folder for all regions for sales and leadership teams with View access.
D. Create region-based sales groups, one leadership group, and one Dashboard folder with View access.

Answer: A

NEW QUESTION 130
Prospects at Cloud Kicks are exposed to many different marketing activities. In most cases, a combination of several different activities result in a successful sale.
How should the consultant configure Salesforce to track which marketing activities influenced the customer to make a purchase?

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

Answer: B

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

NEW QUESTION 132
Cloud Kicks has an integration between the data warehouse and Salesforce. The VP of operations wants to synchronize customer data between the systems.
What should the consultant recommend to ensure data integrity?

A. Set up a Process Builder process on the Account object to check for unique values on a monthly basis.
B. Set up an encrypted field on the Account object with Read Only on the field security settings for all profiles except the admin profile.
C. Set up an External ID field on the Account object with Read Only on the field security settings for all profiles except the admin profile.
D. Set up an import of the data from the data warehouse on a monthly basis using Data Loader

Answer: B

NEW QUESTION 134
To properly plan for company growth, Cloud Kicks needs to forecast monthly revenue projections from the sales of its annual subscription service.
What should the consultant configure to meet this requirement?

A. Opportunity products with monthly product Schedules
B. Opportunity products with formula fields for each month's value
C. Opportunity dashboard showing opportunities closed each month
D. Opportunity dashboard showing products sold each month

Answer: A

NEW QUESTION 139
Cloud Kicks' (CK) high-value opportunities are delayed in the approval process because sales managers' approval requests go unnoticed for various reasons. CK wants to streamline the approval process and give sales managers more ways to approve opportunities in a timely manner.
Which two strategies should the consultant recommend to improve the approval process? Choose 2 answers

A. Enable approvals by email for the approval process for high-value opportunities.
B. Allow managers to approve or reject requests via the Approval Requests tab.

C. Build an automation to approve high-value opportunities.
D. Create a dashboard of pending approvals and add it to the Chatter feed.

Answer: AB

NEW QUESTION 142
Cloud Kicks wants to implement team selling to share differing levels of access to Accounts and associate records, such as opportunities, contracts, and case, based on team member responsibilities.
Which capability should the consultant recommend?

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

Answer: C

NEW QUESTION 145
Cloud Kicks (CK) operates in multiple countries and wants to track historical exchange rates. The consultant at CX has implemented dated exchange rates by using Advanced Currency Management. How is the converted currency amount calculation on Opportunities determined?

A. The close date regardless of the opportunity stage
B. The close date only when the stage is closed
C. The current exchange rate regardless of the close date
D. The exchange rate at the time the opportunity is closed

Answer: A

NEW QUESTION 146
The sales manager at Cloud Kicks has asked a consultant to create a report to track when opportunities reach a certain stage with an amount equal to $100,000. The consultant saves the report to the Big Deals folder, which is a subfolder of the Sales Team folder. The Sales Manager role has View access to the Sales Team folder. The sales manager wants to subscribe to the report.
Which permission does the sales manager need to subscribe to the report created by the consultant?

A. Subscribe to Reports permission
B. Subscribe to Reports: Set Running User permission
C. Subscribe to Reports: Add Recipients permission
D. Subscribe to Reports: Run Reports permission

Answer: A

NEW QUESTION 150
Cloud Kicks (CK) has just started selling its products internationally. Management wants Salesforce Opportunities and forecasting to reflect the respective currency of CK's prospects which include the U.S. dollar, euro, British pound, and Japanese yen.
In which two ways will this impact the existing CK price book? Choose 2 answers

A. Each user can select their personal currency.
B. Opportunities to multinationals can induce more than one currency.
C. Each currency requires its own custom price book
D. Every currency price needs to be added to all of the products in the standard price book.

Answer: BC

Explanation:
According to the Salesforce Sales Cloud Consultant Study Guide, in order to support multiple currencies in Salesforce Opportunities and forecasting, each currency requires its own custom price book. It is not necessary for each user to select their personal currency or for every currency price to be added to all of the products in the standard price book.

NEW QUESTION 153
An executive at Cloud Kicks (CK) has asked its admin to create a diagram to show the high level processes the business. CK plans to use the diagram to show the context of a new process within the overall business whole.
What should the admin create to meet this requirement?

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

Answer: A

NEW QUESTION 155
Cloud Kicks want to track different details for trade shows and customer webinars.
Which capability enables the use of custom fields, contextual validation rules, and varied layouts?

A. Parent Campaigns
B. Custom Picklist
C. Campaign Hierarchies

D. Record Types

Answer: D

NEW QUESTION 158
Each year, representatives from Universal Containers attend two major industry conferences that Generate a large volume of leads. A few months after leads have been converted to opportunities, the team wants to determine the return on Investment (ROI) for each industry conference.
Which solution should the consultant recommend?

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

Answer: B

NEW QUESTION 161
The Discovery phase with Cloud Kicks (CK) has just ended. CK wants a visual way to see how the new processes will work. CK's process is complex and requires multiple slides.
What should the consultant design to give CK this high-level view?

A. SIPOC Map
B. Value Stream Map
C. Capability Model
D. Universal Process Notation

Answer: C

NEW QUESTION 164
The VP of sales at Cloud Kicks wants to provide options to sales reps for changing account or contract details for a created order.
Which two conditions should the consultant consider to meet this requirement' Choose 2 answers

A. The order associated with the account should be in draft status.
B. The price book associated with the order is associated with the new account.
C. The currency associated with the order can be different from the new contract.
D. The contract associated with the order is associated with the new account.

Answer: AD

NEW QUESTION 169
A consultant is implementing a new instance of Sales Cloud for Cloud Kicks (CK).
CK has a global sales presence that supports a customer base throughout the: world, ‘CK wants to set up an appropriate structure to track customers with subsidiaries.
Which approach should the consultant recommend meeting the requirement?

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

Answer: A

NEW QUESTION 174
Cloud Kicks has enabled multi-Currency in its organization. All the rates are set. What will happen if the exchange rates are adjusted?

A. All newly closed opportunities will use the new conversion rate.
B. Opportunities created this month will use the new conversion rate and old opportunities will remain the same.
C. New opportunities will use the new conversion rate and old opportunities will remain the same.
D. All opportunities with conversion rates will use the new rate.

Answer: C

NEW QUESTION 176
Cloud Kicks (CK) uses Collaborative Forecasts and has a custom currency field, Discount, on Opportunity that allows sales reps to record when they give a discount on an opportunity. CK just added a new business unit to Salesforce. Managers in the new business unit report that their forecasts are accurate but they are unable to see the discount amount in the Opportunity list in Collaborative Forecasting.
What should a consultant do to resolve the issue?

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

Answer: B

NEW QUESTION 181

A sales rep notices they can edit some opportunities associated with accounts they own, but is unable to edit other opportunities, although these are associated with accounts they own. Which three reasons could explain the sales rep's experience?
Choose 3 answers

A. Sharing Rules for opportunities are set to Manager Groups.
B. Opportunity visibility allows View access to opportunities owned by others and associated with accounts they own.
C. The organization-wide defaults for opportunities are set to Private.
D. All provisioned Opportunity object permissions enable Read access with all accounts the sales rep.
E. Some opportunities associated with the sales rep's account are owned by other users.

Answer: BCE

NEW QUESTION 182
Cloud Kicks (CK) uses a custom object named GumShoe__c. GumShoe__c is the child in a master-detail relationship with the Opportunity object. Staff members use this object to create requests for supporting research. CK wants to easily generate new GumShow__c records from staff phones by using the Salesforce mobile app.
What should a consultant recommend to meet the requirements?

A. Create a custom hyperlink to a related list.
B. Create a Lightning component for mobile.
C. Create a custom Process Builder process.
D. Create a Quick Action

Answer: A

NEW QUESTION 184
Good Kicks has the goal of generating high-quality leads by implementing Sales Cloud. Which metrics should the consultant analyze to determine the success of this goal?

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

Answer: B

NEW QUESTION 186
A consultant has successfully deployed Sales Cloud at Cloud Kicks. What is the final step in completing an engagement?

A. Measure adoption
B. Perform testing
C. Deploy solution
D. Hand over documentation

Answer: A

NEW QUESTION 187
Universal Containers (UC) has launched Salesforce Chat and staffed its contact center with agents to chat with website visitors who ask questions about commercial containers. When UC used to outsource its contact center work, reports from the vendor showed that about 15% of chat conversations would result in a new lead. Management wants better visibility into Chat's influence on lead creation in order to continue the program.
How can the consultant provide the insights UC needs to justify using Chat with internal contact center staff?

A. Install the Chat (Live Agent) Dashboard package from the AppExchang
B. Add a chart to the dashboard to show the number of agent chats associated to new leads compared to the total number of agent chats for the period.
C. Add a custom field on the Chat Transcript object so agents can check a checkbox when a conversation results in a new lea
D. Create a report using the custom field.
E. Create a lead report that identifies the number of new leads with the lead source "Chat".
F. Ask the marketing department to provide the program with Google Analytics data for the commercialcontainers web pages.

Answer: B

NEW QUESTION 190
The consultant at Cloud Kicks has noticed that sales data is quickly outdated and wants to keep Account data current.
What should the consultant recommend to maintain current Account information?

A. Build a weekly data update from in-house systems to refresh data in Salesforce.
B. Email the contacts and leads to obtain their current information.
C. Enable Automated Account Fields in Setup.
D. Use third-party data to update and add records to Salesforce.

Answer: D

NEW QUESTION 192
Sales reps at Cloud Kicks are spending too much time coordinating meetings with prospective clients. Which solution should a consultant recommend to schedule meetings more efficiently?

A. Share the sales reps' Salesforce calendar wrth clients.

B. Utilize the Insert Availability feature in Salesforce Inbox.
C. Ask clients to share their Outlook calendars.
D. Create a site that clients can access to schedule meetings.

Answer: B

NEW QUESTION 197
Universal Containers has implemented Salesforce for all of its sales associates. All Sales associates are required to select the win or loss status every dosed Opportunity. Managers like to measure the win ratio for all of the sales associates.
How should a consultant meet the requirement?

A. Build a custom report on Opportunity with custom summary formulas to show win/loss ratio.
B. Create a custom formula held on Opportunity to capture the win ratio for Opportunities.
C. Ensure that all managers have access to the standard Win/Loss report.
D. Build a custom lightning component to show the win ratio based on won Opportunities.

Answer: A

NEW QUESTION 201
Cloud Kicks recently purchased Salesforce and the leadership team is excited about being able to forecast more accurately. Sales managers say that making updates to54. forecasted amounts during the pipeline meetings is time consuming, and it's difficult to review all of the committed opportunities within the meeting time.
What should the consultant recommend to help make meetings more efficient while making real-time forecast updates?

A. Use in-line editing to update the forecast amount for records.
B. Modify many opportunities at one time in a list view.
C. Only review non-committed opportunities during the meetings.
D. Have reps use the Kanban view to move opportunities between stages.

Answer: D

NEW QUESTION 206
The project is almost finished, and now it's time to test the changes and updates that have been made before go-five. Cloud Kicks does not have a Partial or Full Sandbox. How should the consultant recommend testing be conducted?

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

Answer: A

NEW QUESTION 207
Universal Containers is realigning sales territories and needs to update ownership across its 400,000 accounts. The organization-wide default for Accounts is Private.
Which two factors should the consultant consider when updating the sales territories and Account owners? Choose 2 answers

A. The organization-wide default should be set to Public before the update can be performed.
B. The Salesforce Platform can update up to 200 accounts at a time.
C. The data update will cause sharing recalculations and should be completed during off-peak hours.
D. The team can defer sharing calculations to decrease the risk of lock errors during the data update.

Answer: AD

NEW QUESTION 209
Universal Containers (UC) has established Sales Ops teams. As part of the sales process, Tasks are used to track all customer interactions. UC wants any available Sales Ops team member to handle these Tasks as soon as possible.
Which Salesforce functionality should the consultant recommend to meet the requirement?

A. Create Opportunity Teams to manage Tasks.
B. Leave the Task's Assigned To held bank
C. Use workflows to create a Task for each team member.
D. Assign Tasks to a queue to share work efficiently.

Answer: D

NEW QUESTION 212
A consultant has conducted Discovery sessions with Cloud Kicks stakeholders and is ready to start gathering user cases for Sales Processes.
Which two groups should provide content for the use cases? Choose 2 answers

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

Answer: AD

NEW QUESTION 214
Cloud Kicks has recently rolled out Lightning Experience and uses an ERP system as its system of record for customers. When a new Account has its first dosed/won opportunity, the ERP system should immediately update with information from the account, contact, and opportunity records related to the Account to record a new customer.
Which option should the consultant recommend to meet the requirement?

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

Answer: B

NEW QUESTION 217
Cloud Kicks (CK) is implementing Sales Cloud and expects hundreds of new Accounts will be added into Salesforce on a daily basis. CK has an automated process to assign the Account owners. If no assignment can be made for an Account, it will be assigned to a fictitious owner and a person will manually review and re-assign it at a later date. At any given time, a fictitious owner may have more than 10,000 Account records assigned to it. Which two solutions should the consultant recommend when CK sets up the new Account process?
Choose 2 answers

A. Place the fictitious owner in a separate role at the top of the role hierarchy.
B. Keep the fictitious owner out of public groups that could be used in sharing rules.
C. Assign the Modify All Data system permission to the fictitious owner.
D. Add the fictitious owner to a role at the lowest level of the role hierarchy.

Answer: AB

NEW QUESTION 221
Universal Containers continues to see substantial growth year-over-year. Outside sales reps think the* territories are too dense to cover adequately. Leadership has decided to modify the existing safes territories and hire additional staff to make the account allocations more manageable. So the states win change from one territory to two or more smaller territories. In these instances, accounts will need to be reassigned to new territories.
Sales operations wants to review the territory account assignments and verify the accuracy before the changes are reflected m Sales Cloud.
How should the consultant show sales operations what the data will look like after the change?

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

Answer: D

NEW QUESTION 223
Cloud Kicks (CK) uses a sales model where pre defined groups of reps work collaboratively on Accounts. Each group is also responsible for specific Accounts. CK has organization wide default access set to Public Read/1 for Accounts. CK discovered this caused issues with data quality where reps edited Accounts outside their scope responsibility. CK wants to allow reps to view any Account, but restrict editing to only reps who are responsible for those specific Accounts.
Which two steps should a consultant recommend to allow reps to continue to collaborate while eliminating incorrect edits?
Choose 2 answers

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

Answer: BD

NEW QUESTION 227
Universal Containers is growing its international business. Domestic account executives believe that the standard price book has become difficult to use because there are too many records reflecting different currencies and country-specific product variations.
What should the consultant recommend to improve usability for account executives?

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

Answer: B

NEW QUESTION 229
Cloud Kicks (CK) is migrating Account and Contact information from a legacy CRM system into Salesforce using Data Loader. Accounts in the legacy system have a unique ID field that is used to related Contacts to Accounts in the legacy system, CK wants to automatically match these Contacts to the relevant Accounts when loading Contacts into Salesforce.
What should a consultant recommend to meet the requirement?

A. Create Mater-Detail on Contact.
B. Create Master-Detail on Account.
C. Create External ID on Contact.

D. Create External ID on Account.

Answer: D

NEW QUESTION 232
A consultant for Cloud Kicks is migrating data from an on-premise system to Salesforce. The consultant has imported.
Account records, and is attempting to import the associated Contacts using Data Loader, but the import has failed records. The error messages all read UNABLE TO LOCK ROW,
What could be causing these records to fail?

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

Answer: A

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

NEW QUESTION 236
Sometimes, sales reps need to create contacts without accounts based on business processes. What should the consultant take into consideration about these contacts?

A. Contacts without accounts need to be shared through sharing rules
B. Contacts without accounts are shared through the Role Hierarchy.
C. Contacts without accounts are private and only the owner and admin can view them.
D. Contacts without accounts need to be manually shared.

Answer: C

NEW QUESTION 237
Cloud Kicks sales reps want to see all of their current opportunities, and the full details, with a minimal amount of navigation or dicks to cycle through them.
Which functionality should the consultant recommend?

A. Construct a new Sales Console app including opportunities.
B. Create a 'My Opportunities' report and open each opportunity in a new browser tab.
C. Create a 'My Team Opportunities' report and open each opportunity in a new browser tab.
D. From the 'My Opportunities' list view, select the Split View option.

Answer: D

NEW QUESTION 238
A couple of users at Cloud Kicks (CK) own more than 10,000 records. The CK admin has noticed that making changes to the sharing model is taking increasingly more time.
What are two solutions the consultant should implement to resolve the Issue? Choose 2 answers

A. Move the users to the top of the role hierarchy.
B. Move the users to the bottom of the role hierarchy.
C. Mass transfer the records to another role in the role hierarchy.
D. Remove the users from the role hierarchy.

Answer: AC

NEW QUESTION 240
Cloud Kicks has decided to implement Sales Cloud Einstein. After setting up Sales Cloud Einstein, a consultant finds some of the features are not enabled.
What are two steps the consultant can take to troubleshoot the issue? Choose 2 answers

A. Check Sales Cloud Einstein permission set assignments.
B. Validate the Connected App Details.
C. Verify Integration User Profile Details
D. Reconfigure the Einstein Lead Scoring app.

Answer: BC

NEW QUESTION 244
Cloud Kicks' (CK) marketing department is migrating from its email campaign and management system to Salesforce. The marketing admin wants to ensure that CK's email templates are retained.
Which two solutions should a consultant recommend for a successful migration? Choose 2 answers

A. Import email templates with the Data Loader.
B. Manually recreate the email and mail merge templates in Salesforce.27.
C. Create an Email template change set or use the Lightning Platform.
D. Enable Email Import and use the Import Wizard

Answer: AB

NEW QUESTION 247
The Cloud Kicks (CK) 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. User Profiles with Read access to Accounts must also have Read access to Contacts.
B. At least one Record Type should be created for Accounts.
C. The CK customer portal must be disabled to allow Person Account self-registration in the future.
D. The organization-wide default sharing is set so either Contact is Controlled by Parent or both Account and Contact are Private.
E. The organization-wide default for both Accounts and Contacts should be set to Public Read/Write.

Answer: ABC

Explanation:
According to the Salesforce Sales Cloud Consultant Study Guide, it is important to ensure that the organization-wide default sharing is set correctly in order to ensure that Person Accounts can be enabled in the future. It is not necessary to disable the CK customer portal in order to enable Person Accounts. Finally, it is not recommended to set the organization-wide default for both Accounts and Contacts to Public Read/Write.

NEW QUESTION 248
Sales reps want to review pricing on historical contracts when working on new opportunities at Cloud Kicks. Contracts are created from the Account page. Sales reps need to view all contracts for the Account on the Opportunity record.
What should a consultant Implement to meet the requirement?

A. Build a custom Opportunity lookup field to Contracts with an Account dependency filter and make it editable.
B. Add the Contracts related list to each of the Opportunity page layouts used In the sales record types.
C. use the Related List - Single component to display the Account's Contracts on the Opportunity Lightning page.
D. Create an object-specific action to create a Contract record from the Opportunity page layouts used by sales.

Answer: C

NEW QUESTION 253
Sales reps at Cloud Kicks (CK) need to see the Opportunity amount with the Account’s discount field. CK sales reps are located in different regions and use different currencies. A consultant creates a custom formula field on the Opportunity.
Which currency will the custom formula use for its value if the opportunity and account records have different currencies?

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

Answer: C

NEW QUESTION 257
The Asia Pacific and Japanese sales teams from Cloud Kicks have requested separate report folders for each region. The VP of sales needs access to both report folders in one place to find reports for all the regions and wants to retain visibility of the reports in each folder.
What should the consultant recommend meeting the requirement?

A. Create subfolders and give access to the root folder, keeping the top region folder sharing settings.
B. Create all new regional folders and move the reports to the respective region folder with viewer access.
C. Create grouped folders, keeping the top region folder sharing settings and limiting the sharing settings for the grouped folders.
D. Create all new regional folders and move the reports to the respective region folder with subscribe access.

Answer: A

NEW QUESTION 258
Cloud Kicks has requested a Statement of Work (SOW) that dearly states who will train users on new features and how the training will be delivered.
Which two sections of a SOW should the consultant discuss further with Cloud Kicks to meet the requirement?
Choose 2 answers

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

Answer: AB

NEW QUESTION 260
Sales managers at Cloud Kicks need to visualize all open opportunities based on the location of the related Account.
Which solution should a consultant recommend?

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

Answer:

D

NEW QUESTION 264
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