Salesforce

Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

NEW QUESTION 1
- (Exam Topic 1)
A Service Manager has just configured Live Agent at a company site. Now, the Agents cannot see the Live Agent footer component in the console.
Which configuration option should be verified?

A. Verify that users have access to the Live Agent chat buttons.
B. Verify that users have access to the Live Agent public group.
C. Verify that users are assigned the Live Agent feature license.
D. Verify that users are assigned the Live Agent user profile.

Answer: D

NEW QUESTION 2
- (Exam Topic 1)
A company frequently has issues with customers that need complex, hands-on technical support with high-priority issues in difficult-to-visit locales.
What should be recommended for reliable, real-time support to customers with these restrictions?

A. Customer Community
B. Field Service Lightning
C. SOS Video Chat
D. Salesforce Knowledge

Answer: C

NEW QUESTION 3
- (Exam Topic 1)
Universal Containers wants to implement Knowledge to assist agents with the resolution of cases. Which three recommendations should a consultant make to meet this requirement? Choose 3 answers

A. Enable article customization for open cases.
B. Enable agents to create their own personal articles.
C. Enable suggested articles on new cases.
D. Enable article submission during case close.
E. Create an email template to send articles as PDF attachments.

Answer: CDE

NEW QUESTION 4
- (Exam Topic 1)
Universal Containers is training a new set of Service Reps. Part of the training includes handling Live Agent chats from customers. However, it is important that contact center managers monitor the chat sessions to ensure the Service Reps' responses are professional and accurate and to be able to assist when needed.
What Lightning Console feature should a Consultant configure to support this need?

A. Configure Omni-Channel Supervisor tab and 3rd party access.
B. Configure Live Agent Supervisor tab and Whisper Messages.
C. Add the Live Agent Component to the Utility bar.
D. Configure the SOS snap-in for the Lightning Service Console.

Answer: B

NEW QUESTION 5
- (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 6
- (Exam Topic 1)
Universal Containers wants to deploy the Service Cloud to its contact centers located across North America, Europe, and Asia. The company wants standardized contact center processes and reporting implemented in its centers worldwide.
Which approach should a consultant recommend in this scenario?

A. Assign a global team of experienced agents and leaders to create a common design template and report structure.
B. Assign teams in each major contact center to design a solution unique to its needs and have an analyst build a combined report.
C. Recommend utilizing out-of-the-box functionality to reduce cost and ensure one worldwide process and reporting.
D. Recommend that the VP of Worldwide Support design a global template to provide a clear vision and tandardization.

Answer: A

NEW QUESTION 7

- (Exam Topic 1)
How should a Consultant provide Suggested Article functionality to Lightning Service Console users?

A. Add the Knowledge Component to the Service Console.
B. Add the Knowledge tab to the Console app.
C. Create email templates with Knowledge Articles attached.
D. Add the Suggested Article widget to the Case page layout.

Answer: A

NEW QUESTION 8
- (Exam Topic 1)
Universal Containers has a single contact center that handles all service requests including chat, Cases, and web form submissions. It is important that Reps are assigned work evenly so that all requests are handled in the order they are received.
How would a Consultant address this requirement?

A. Configure Case Assignment Rules
B. Configure Omni-Channel with Most Available Routing
C. Configure Live Agent Skills-based Routing
D. Configure Omni-Channel with Least Active Routing

Answer: B

NEW QUESTION 9
- (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 10
- (Exam Topic 4)
Universal Containers to plans implement to implement lead management functionality for channel sales representative who needs to push pre-qualified leads to their partner. Partners need the ability to access and update the lead assigned to them. What solution should a consultant recommend for the scenario?

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

Answer: B

NEW QUESTION 10
- (Exam Topic 4)
Universal containers has configured a private sharing model with Opportunity team selling enabled. The company allows its sales representatives to add sales team members to their opportunities when necessary. As a result, each sales representative has opportunities they directly manage and opportunities on which they collaborate with other sales representatives. Which data set filter on a single report would allow the sales representatives to see all opportunities they are involved with?

A. My Team's Opportunities - not 100% sure due to incomplete question.
B. My collaborative opportunities
C. My team selling and my opportunities
D. My Team selling shared opportunities

Answer: AC

NEW QUESTION 13
- (Exam Topic 4)
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. Custom hybrid App
B. Salesforce Mobile App
C. Salesforce Touch App
D. Salesforce A App

Answer: B

NEW QUESTION 18
- (Exam Topic 4)

What is the recommended approach to relate a Person Account to another Account?

A. Add the Person Account to the Partners Related List.
B. Add the Person Account to the Contact Roles.
C. Add the Person Account to the Account owners default team.
D. Add the Person Account to the Account Team.

Answer: B

NEW QUESTION 23
- (Exam Topic 4)
UC implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners. How can this be accomplished?

A. Enable quotes and content in the partner portal to allow partners to store their PDF quotes.
B. Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.
C. Update the partner sales process to include stages for managing and submitting partner quotes.
D. Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.

Answer: A

NEW QUESTION 24
- (Exam Topic 4)
Universal Containers will be launching a telesales contact center. What are two design considerations? Choose 2 answers

A. Integration with Lead Generation applications
B. Integration with Field Service teams and applications
C. Strategies to maximize call deflection
D. Performance for high volume of interactions

Answer: AD

NEW QUESTION 26
- (Exam Topic 4)
UC is migrating data from a legacy system into Salesforce. The company needs to migrate lead, contact, and opportunity data from its legacy system and must be able to report on historical lead conversion for both legacy and newly created data. What is the recommended order for data migration?

A. User, Lead, Opportunity, Account, Contact
B. User, Contact, Account, Lead, Opportunity
C. User, Opportunity, Account, Contact, Lead
D. User, Account, Contact, Opportunity, Lead

Answer: D

NEW QUESTION 30
- (Exam Topic 4)
Cloud Kicks has started its operations in Europe in addition to the U.S. The company has enabled advanced currency management
to support both EUR and USD.
Cloud Kicks also has existing roll-up summary fields.

A. Where are currency related roll-up summary fields supported?
B. From the Opportunity line object to the Opportunity object
C. From the Object rolling up to the Opportunity object
D. From any custom object to the Opportunity object
E. From the Opportunity object rolling up the Account object

Answer: A

NEW QUESTION 32
- (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 36
- (Exam Topic 4)
Cloud Kicks users Chatter to collaborate corporate-wide. Sales representatives are getting too many items showing on their feed, so it's hard to sort through to find items that are high priority or need the sales representative's immediate attention. Which solution should the Consultant recommend?

A. Create Chatter topics.

B. Increase the Chatter follower limit.
C. Increase Chatter Feeds bookmark limit.
D. Create Chatter Streams.
E. Create a Chatter Feed page layout.

Answer: D

NEW QUESTION 38
- (Exam Topic 4)
Sales manage travels frequently – how to review pending approvals? Choose 2 answers:

A. Approvals by email
B. Enable mobile
C. Schedule & email dashboard results
D. Schedule & email report results

Answer: AB

NEW QUESTION 40
- (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 44
- (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. Chatter for Mobile
B. Mobile Classic
C. Salesforce1
D. Custom mobile solution

Answer: C

NEW QUESTION 49
- (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 50
- (Exam Topic 4)
During the planning stage of a project, what customer information should be requested to ensure requirements are successfully gathered? Choose 3 answers

A. List of required objects and fields
B. Organizational chart with titles
C. Company financial information
D. List of stakeholders with roles and titles
E. Key reports from the current system

Answer: ABE

NEW QUESTION 55
- (Exam Topic 3)
Who would be interested in the "Top 10 Reasons Deals Were Lost" report?

A. VP of Sales
B. Sales Operations
C. Sales Manager
D. Sales Rep

Answer: A

NEW QUESTION 59
- (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 61
- (Exam Topic 4)
Universal Containers is in the design phase of a complex Sales Cloud implementation. There are teams working on data migration, integration, application, and technical design. What step should a consultant take to ensure that the design accounts for all aspects of the requirements?

A. Conduct integration performance reviews.
B. Conduct executive committee review.
C. Conduct end-to-end solution reviews.
D. Conduct data migration reviews.

Answer: C

NEW QUESTION 63
- (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 68
- (Exam Topic 4)
Universal containers would like 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 and Account object
B. Create a custom formula field on the contact object to pull the value from the Account object.
C. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversio
D. Create a custom formula field on the Contact object to pull the value from the contact 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 Account object to pull the value from the contract object
G. Create a custom field on Lead, Account and Contact objects and configure mapping of these two fields for conversio
H. Use a trigger to update the contact field with the Account value.

Answer: B

NEW QUESTION 70
- (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 75
- (Exam Topic 4)
What is a capability of Data.com Clean?Choose 3 answers

A. Data.com Clean can be used with Salesforce.com person accounts and business accounts.
B. Accounts must be cleaned before cleaning contacts, but leads may be cleaned either before or after cleaning LI accounts.
C. Individual records can be manually compared side-by-side with matched Data.com records and updated field-by-field.
D. Accounts, contact, and lead records can be selected from a list and cleaned all at once.
E. Data.com can be configured to run automated Clean jobs to flag field differences and automatically fill blank fields.

Answer: CDE

NEW QUESTION 76
- (Exam Topic 4)
Cloud Kicks Sales Team Folder needs to be shared with the following:
* The CEO role, so that view access is granted
* The CEO's assistant, so that view, share, save, rename, and delete are granted
* The Sales Manager for each region, so that view and save are granted How should the Consultant configure sharing?

A. Enable Manage access to the CEO role and subordinates and manage to the assistant profile
B. Set the CEO role to View, the CEO's assistant user to Manage, and the Sales Manager role to Edit.
C. Enable Manage Reports in Public folders for CEO role and its subordinates.
D. Set the CEO role to View All, the CEO's assistant user to Modify All, and the Sales Manager public group to Create.

Answer: B

NEW QUESTION 77
- (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 78
- (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 80
- (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 83
- (Exam Topic 3)
Which option best identifies with the Chatter Profile 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: B

NEW QUESTION 84
- (Exam Topic 3)
When the billing address on an account is changed, the mailing address of all related contact records should be updated to reflect the new address. How can this requirement be met?

A. Create a workflow rule on accounts.
B. Create a workflow rule on contacts.
C. Create a Force.com trigger on accounts.
D. Create a Force.com trigger on contacts.

Answer: C

NEW QUESTION 88
- (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 90
- (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 91
- (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 96
- (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 helps to know who to target for future campaigns?

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

Answer: D

NEW QUESTION 100
- (Exam Topic 3)
Sales reps shouldn't be able to edit certain opportunity fields after closed/won stage (fields reserved for sales ops).

A. Validation rule
B. Workflow rule
C. Modify all data privilege -> Sales Ops
D. Field level security

Answer: A

NEW QUESTION 103
- (Exam Topic 3)
Which pair of reports is best associated with the business driver "Manage the Funnel"?

A. "# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"
B. "Stage Duration Age" and "Forecast by Sales Rep"
C. "Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"

Answer: B

NEW QUESTION 105
- (Exam Topic 3)
Which pair of reports is best associated with the business driver "Improve Sales Rep productivity"?

A. "# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"
B. "Stage Duration Age" and "Forecast by Sales Rep"
C. "Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"

Answer: A

NEW QUESTION 109
- (Exam Topic 3)
Data.com: What does the Reviewed Status indicate?

A. The record has minimal activity on Data.com
B. The record should be deleted from Salesforce
C. The record has been manually cleaned against Data.com
D. The record might have a bad phone number

Answer: C

NEW QUESTION 110
- (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 113
- (Exam Topic 3)
Which of the following descriptions best describe Quotes?

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: A

NEW QUESTION 116
- (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 120
- (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 124
- (Exam Topic 3)
Universal Containers was bought by a larger company and needs to provide information on a monthly basis to the new parent company to help predict sales. Which data should the new parent company review?

A. Dashboard of user login history
B. Count of new lead records created
C. Number of activities tied to opportunities
D. Opportunity pipeline report grouped by month

Answer: D

NEW QUESTION 129
- (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 134
- (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 138
- (Exam Topic 3)
Which metric influences customer satisfaction? Choose 2 answers:

A. First call resolution
B. Cost per call
C. After call work
D. Call quality

Answer: AD

NEW QUESTION 140
- (Exam Topic 3)
What should you consider when migrating inactive campaigns?

A. Nothin
B. You should not migrate inactive campaign data
C. Determine which data is important based on ROI
D. Determine which data is important based on data amount
E. Consider how long they have been inactive

Answer: B

NEW QUESTION 144
- (Exam Topic 3)
Universal Telco sells and supports a line of smart phones. The company offers support via phone, email-to-case, web-to-case, and a customer portal. The call center manager is incented to drive support through customer self-service. Which report should be included on the manager's dashboard? Choose 3 answers:

A. Average Call Handle Time
B. Cases by Support Channels
C. Number of Portal Logins per Day
D. Escalated Calls
E. Knowledge Article Usage

Answer: BCE

NEW QUESTION 148
- (Exam Topic 3)
How can a sales organization address the "lag time" challenge?

A. By offering higher incentives to sales reps
B. By improving alignment with the marketing organization
C. By optimizing lead assignment and scoring
D. By avoiding the use of leads

Answer: C

NEW QUESTION 150
- (Exam Topic 3)
Which best describes the Salesforce Automation feature "Data Valid action" ?

A. Ensures that we are tracking our progress towards the desired states.
B. Enforces the business process.
C. Identifies key stakeholders from the buy side.
D. Makes sure we recognize those involved in the sales process.
E. Allows to better automate the sales methodology.
F. Determines the sales stages of an organization.

Answer: B

NEW QUESTION 152
- (Exam Topic 3)
Universal containers has 1 price book with US dollars & Canadian dollars currency amounts for all products. Salesperson, when adding products to opportunity, only see CAD. What's wrong?

A. Sales reps selected wrong price book
B. Advanced currency management not enabled for CAD
C. Muli-currency disabled for org
D. Opportunity currency setup as CAD (not sure about this)

Answer: D

NEW QUESTION 153
- (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 reflects how customer community interacts and how it affects sales?

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

Answer: C

NEW QUESTION 158
- (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 163
- (Exam Topic 3)
How many additions do you use to clean a record with Data.com?

A. 5
B. 12
C. 1

Answer: D

NEW QUESTION 167
- (Exam Topic 3)
Data.com: The checkmark next to records in search results indicates the record is already in Salesforce.

A. True
B. False

Answer: B

NEW QUESTION 172
- (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 174
- (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 shows the relations to sales data, lead data, and analysis of campaigns?

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

Answer: B

NEW QUESTION 176

- (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 181
- (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 184
- (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 187
- (Exam Topic 2)
Used Books R Us sells books at its local store, online via its website, online via Amazon, and through a larger, well-known book company called We Sell Books. Which Sales strategy does this company user?

A. Direct sales
B. Sales channel
C. A hybrid of direct sales and sales channel

Answer: C

NEW QUESTION 192
- (Exam Topic 2)
Once you save a PDF quote, the file is automatically emailed to the customer.

A. True
B. False

Answer: B

NEW QUESTION 194
- (Exam Topic 2)
Forecast Category "Best Case" can be summarized as:

A. Closed
B. Closed + Commit
C. Closed + Commit + Best Case
D. Commit + Best Case + Pipeline

Answer: C

NEW QUESTION 198
- (Exam Topic 2)
The quotes syncing process synchronizes updates between:

A. Different sales reps working on the same quote.
B. Various products in an opportunity
C. A quote and the opportunity it was created from
D. Different quotes created from the same opportunity

Answer: C

NEW QUESTION 199

- (Exam Topic 2)
What should access to records be based on?

A. The org chart
B. User preference
C. The org-wide default
D. Roles and role hierarchy

Answer: D

NEW QUESTION 201
- (Exam Topic 2)
For optimal usability and adoption, a solution must do what. (Select all that apply)

A. Provide value so users perceive it as a valuable spending of their time.
B. Be easy to use so users can easily enter data and find information.
C. Have trusted data.
D. Be inexpensive so users don't worry about the bottom line when using the application.
E. Provide both online help and hard copy reference materials to assist users at all times.
F. Be easy to change through a change ma

Answer: ABCF

NEW QUESTION 206
- (Exam Topic 2)
Forecast Category "Pipeline" can be summarized as:

A. Closed
B. Closed + Commit
C. Closed + Commit + Best Case
D. Commit + Best Case + Pipeline

Answer: D

NEW QUESTION 209
- (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 210
- (Exam Topic 2)
To create a PDF file of your quote, click "Create PDF" on the quote detail page.

A. True
B. False

Answer: A

NEW QUESTION 214
- (Exam Topic 2)
You are setting up security for your client, UCI. UCI has a collaborative sales model and want to make sure all team members work together to meet the customer needs. They are likely to require an open sharing model that will allow them to cross- and up-sell opportunities.

A. True
B. False

Answer: A

NEW QUESTION 219
- (Exam Topic 2)
You want to sync a new quote with its opportunity, but an old quote is already syncing. What should you do first?

A. Open new quote detail page so you can start syncing process
B. Check the syncing checkbox for new quote in the quote related list on the opportunity
C. Uncheck the syncing checkbox for the old quote
D. Stop the syncing for the old quote

Answer: D

NEW QUESTION 224

- (Exam Topic 2)
Forecast Category "Closed" can be summarized as:

A. Closed
B. Closed + Commit
C. Closed + Commit + Best Case
D. Commit + Best Case + Pipeline

Answer: A

NEW QUESTION 226
- (Exam Topic 2)
Customizable Forecasting must be enabled by salesforce.com support.

A. True
B. False

Answer: B

NEW QUESTION 227
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "Import Wizard"

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: B

NEW QUESTION 231
- (Exam Topic 2)
Match this tip with its design consideration. "Use alerts sparingly"

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: E

NEW QUESTION 234
- (Exam Topic 2)
AW Computing wants to run advertisement campaigns and then run reports to measure which advertisement type (online, magazine, or newspaper) generates the most revenue. Where would you create an "Advertisement Type" pick list to track this information?

A. Campaigns object
B. Contacts object
C. Campaign Members object
D. Leads object

Answer: A

NEW QUESTION 239
- (Exam Topic 2)
Who is most interested in ease of use, value, and time-saving solutions?

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

Answer: A

NEW QUESTION 243
- (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 247
- (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 248
- (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 252
- (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 257
- (Exam Topic 2)
A sales rep can create a quote from:

A. An Account and its Opportunities
B. An Opportunity and its Products
C. A Product and its Price Book
D. AContact and its Assets

Answer: B

NEW QUESTION 262
- (Exam Topic 1)
Which method can be used to route cases from social channels?

A. use Twitter-to-case and add workflow rules to the case object.
B. Enable Social Customer Service and add assignment rules to the case object.
C. Enable Social Network Profile and add workflow rules to the contact object.
D. Enable Social Network Profile and add assignment rules to the case object.

Answer: B

NEW QUESTION 263
- (Exam Topic 1)
The Support Manager at Universal Containers is getting inaccurate agent performance reports. After researching the data, the Salesforce Administrator has identified hundreds of cases that are closed, but still owned by a queue.
Which two solutions should a Consultant recommend to correct this problem? Choose 2 answers

A. Create a case assignment rule to ensure cases are owned by a user when closed.
B. Use a data tool to update the owner field on closed cases.
C. Create a Process Builder and Flow to change the owner on closed cases.
D. Create a case validation rule to ensure cases are owned by a user when closed.

Answer: AB

NEW QUESTION 266
- (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 269
- (Exam Topic 2)
Who is most interested in seamless migration?

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

Answer: D

NEW QUESTION 270
- (Exam Topic 2)
Which of the following stage should be matched with the Forecast Category "Closed"?

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

Answer: D

NEW QUESTION 273
- (Exam Topic 2)
The Forecast Category on the Opportunity record maps directly, on a one-to-one basis, to the aggregates on the Forecast tab.

A. True
B. False

Answer: B

NEW QUESTION 278
- (Exam Topic 2)
Why is it important to forecast sales?

A. Forecasting helps a company know what's in the pipeline
B. Forecasting allows a company to manage revenue
C. Forecasting tells managers the percent of deals closed
D. Forecasting moves opportunities through stages

Answer: B

NEW QUESTION 282
- (Exam Topic 2)
Your forecast is available to your manager only after you have clicked the Submit button.

A. True
B. False

Answer: B

NEW QUESTION 286
- (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 289
- (Exam Topic 2)
Where do you select the "Marketing User" checkbox to enable a user to create, edit, delete, and clone campaigns; manage campaign members; and edit advanced campaign setup?

A. Org-wide defaults
B. User record
C. Profile
D. Sharing Rules

Answer: B

NEW QUESTION 290
- (Exam Topic 2)
Which of the following statements are true about managers and forecasts? (Select all that apply)

A. A manager must have their own opportunities
B. A manager submits their own estimate of the forecast
C. A manager can adjust a forecast to a higher number
D. A manager can adjust a forecast to a lower number
E. A manager can see the forecasts of every person below them in the role hierarchy
F. A manager can override the forecast of every person below them

Answer: BCDE

NEW QUESTION 293
- (Exam Topic 2)
You can track Assets through Accounts, Contacts, Products, or Cases.

A. True
B. False

Answer: A

NEW QUESTION 295
- (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 297
- (Exam Topic 2)
Which of the following stage should be matched with the Forecast Category "Pipeline"?

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

Answer: A

NEW QUESTION 302
- (Exam Topic 2)
What does Salesforce usability mean?

A. How many users log on to Salesforce on a daily basis
B. What is the ratio of Salesforce users to the amount of sales
C. How satisfied Salesforce users are with the application
D. How easily can customers achieve their goals using Salesforce

Answer: D

NEW QUESTION 303
- (Exam Topic 2)
Match this tip with its design consideration. "Make it easy for users to find 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: C

NEW QUESTION 305
- (Exam Topic 2)
Which of the following describes the Forecast Category 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: B

NEW QUESTION 309
- (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 311
- (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 316
- (Exam Topic 1)
When Service Reps view a Case, they often need to see the Case History of other Cases for that same Account. How should a Consultant configure the Lighting Service Console to support this requirement?

A. Account tabs and Cases tab
B. Case tabs with Account subtabs
C. Account tab with Cases related list
D. Account tabs with Case Subtabs

Answer: C

NEW QUESTION 318
- (Exam Topic 1)
Universal Containers wants to implement a new web presence to support its customers. It has provided the following requirements:
• Ability for visitors to search Knowledge articles without registering or logging in
• Ability for over one million registered customers to securely submit cases and view the status of those cases
• Ability to display white papers to registered customers
• Ability for registered customers to save favorite Knowledge articles for easy access later What should the consultant recommend as part of the solution?

A. Implement Partner Communities with Knowledge.
B. Implement Customer Communities with Content.
C. Implement Employee Communities with Content.
D. Implement Customer Communities with Knowledge.

Answer: D

NEW QUESTION 323
- (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 324
- (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 328
- (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 331
- (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 335
- (Exam Topic 1)
Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which three benefits can be expected from KCS adoption? Choose 3 answers

A. Increased call deflection
B. Increased call routing accuracy
C. Reduced issue resolution time
D. Reduced support channels
E. Optimized use of resources

Answer: CDE

NEW QUESTION 337
- (Exam Topic 1)
Universal Containers runs a support operation with multiple call centers. The Support Manager wants to measure first-call resolution by call center location, agent, and calendar month.
Which reporting solution should the Consultant recommend?

A. Create a list view report that includes fields for call center location, agent, calendar month, and first-call resolution.
B. Create a reporting snapshot that includes fields for call center location, agent, calendar month, and first-call resolution.
C. Create a joined report that includes fields for call center location, agent, calendar month, and first-call resolution.
D. Create a matrix report that includes fields for call center location, agent, calendar month, and first-call resolution.

Answer: D

NEW QUESTION 338
- (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 339
- (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 342
- (Exam Topic 1)
Which feature should a Consultant configure to allow global Service Reps to call customers from within the Lightning Service Console?

A. Open CTI
B. Macros
C. Local Presence
D. Lightning Dialer

Answer: D

NEW QUESTION 344
- (Exam Topic 1)
A company receives support requests through a variety of email addresses and web forms for different parts of the business.
Which feature combination will ensure that cases are efficiently handled by the most appropriate representatives?

A. Case Assignment Rules, Queues, Chatter Groups, Live Agent
B. Case Assignment Rules, Queues, Public Groups, Omni-Channel
C. Escalation Rules, Queues, Chatter Groups, Omni-Channel
D. Escalation Rules, Queues, Public Groups, Live Agent

Answer: B

NEW QUESTION 345
- (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 350
- (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 353
- (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 356
- (Exam Topic 1)
A client's Support Call Center has seen an increase in call volume on a new product line. The agents are having problems resolving issues and have been escalating to Tier 2 for support.
Which action should be taken to reduce the call volumes and escalations?

A. Create Knowledge Articles and publish internally and publicly.
B. Configure IVR routing to bypass Tier 1 for the product line.
C. Configure Omni-channel to assign cases directly to Tier 2.
D. Create a dashboard to track and manage call volumes by type.

Answer: A

NEW QUESTION 359
- (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 363
- (Exam Topic 1)
What are three best practices that should be used when deploying Salesforce functionality to production? Choose 3 answers

A. Ensure that at least 60% of the code is covered by unit tests before deploying to production.
B. Plan and communicate the deployment to all users of the organization in advance.
C. Select a window of time when users will NOT be making changes to the organization.
D. Ensure all users refrain from logging into production for an entire day prior to deployment.
E. Migrate a test deployment to a staging environment for a smoother real-life experience.

Answer: BCE

NEW QUESTION 367
- (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 368
- (Exam Topic 4)
The VP Of Sales at Cloud Kicks wants to give the sales team the power of the Salesforce Mobile app so that sales reps can do their tasks on the go. The sales team needs to create and edit Leads, Contacts, and Opportunities with ease. Which two features should the Consultant recommend for the sales team to use? Choose 2 answers

A. Lightning Mobile Component
B. Mobile Smart Actions
C. Quick Actions
D. Einstein Activity Capture

Answer: BC

NEW QUESTION 370
- (Exam Topic 4)
How would you design a solution to measure the success of the Sales Cloud at UP?

A. Create an analytic snapshot for standard reports
B. Customize the Measure Success standard report
C. Create dashboards based on standard reports
D. Download and customize a user adoption dashboard from the AppExchange

Answer: D

NEW QUESTION 371
- (Exam Topic 4)
What is a capability of Data Loader? Choose 2 answers.

A. Ability to prevent importing duplicate records.
B. Ability to export field history data.
C. Ability to extract Organization and configuration data.
D. Ability to run one time or scheduled data loads.

Answer: BD

NEW QUESTION 376
- (Exam Topic 4)
Universal Containers has launched an initiative to increase the number of leads being qualified each week, the number of activities being created for each opportunity, and the opportunity win rate. The Vice President (VP) of Sales would like to receive a daily update on the progress being made towards these goals. What solution should a consultant recommend to accomplish this?

A. Build three reports for the lead, activity, and opportunity information; have them automatically refreshed U daily.
B. Build three reports for the lead, activity, and opportunity information; add them to a dashboard to be L-' emailed daily to the VP of Sales.
C. Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter.
D. Build a joined report to show the lead, Activity and Opportunity information, scheduled it to email daily to u VP of sales.

Answer: D

NEW QUESTION 377
- (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 380
- (Exam Topic 4)
Universal containers has recently started using forecasting in collaboration with sales stages to better understand pipeline. All sales reps have submitted their forecasting numbers for approval. The VP pf sales is reviewing the forecast and sees that the open opportunity pipeline report contains a total of $25,000. The VP of sales then notices that there is $15,000 that is not included in the pipeline forecast summary. What should a consultant suggest as a possible reason for exclusion?

A. The 515,000 is business that had already been lost and, therefore, is excluded from the pipeline forecast summary
B. The $15,000 is business that is in the Best case category, which is excluded from the pipeline forecast summary
C. The $15,000 is business that is too new and has been assigned to the Omitted forecast category.
D. The S15,000 is business that is in the commit category, which is excluded from the pipeline forecast summary

Answer: C

NEW QUESTION 382
- (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 383
- (Exam Topic 4)
Universal Containers sells two product lines that each use a distinct selling methodology. Additionally, each product line captures different information that is used to sell the products. What should a consultant recommend to support selling the two product lines?

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

Answer: D

NEW QUESTION 388
- (Exam Topic 4)
Universal Containers is moving their legacy Customer Relationship Management (CRM) system to salesforce sales cloud. What should the consultant recommend to ensure a successful implementation?

A. Review the current system with all levels of users to understand their requirements
B. Review the current system with executive management to understand their requirement
C. Review the current system with and configure sales cloud to work in the same way
D. Review the current system with IT management to understand their requirement

Answer: A

NEW QUESTION 389
- (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 394
- (Exam Topic 4)
Cloud Kicks uses a custom object named GumShoe. GumShoe is the child in a master-detail relationship with the Opportunity object. Staff members use this object to create requests for supporting research. They want to easily generate new GumShoe records from their phones by using the Salesforce Mobile App.
What should a Consultant recommended to meet the requirements?

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

Answer: C

NEW QUESTION 395
- (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 399
- (Exam Topic 4)
Cloud Kicks maintains two lines of business: individual sales and franchise sales, the sales cycle for franchise sales is more complex and involves more stages than the individual sales cycle. Which three action should the Consultant recommend to create a solution? Choose 3 answers

A. Configure different sales process for each line business.
B. Assign different page layout to each record type.
C. Assign different sales processes to each page layout.
D. Configure different record types.
E. Configure different sales process to each page layout.

Answer: ABD

NEW QUESTION 403
- (Exam Topic 4)
Asia Pacific and Japanese sales teams from Cloud Kicks have requested separate report folders for each region. The VP of Sales needs one place to find reports for all the regions and still wants to retain visibility of the reports in each folder. What should the Consultant recommend to meet this requirement?

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

Answer: A

NEW QUESTION 408
- (Exam Topic 4)
Cloud Kicks wants to default Opportunity name to naming convention. Which solution the Consultant recommend?

A. Create a Workflow Rule on the Opportunity Object and evaluate the rule when the record is created and every time the record is edited.
B. Create a Validation Rule to require users to follow the defined naming convention.
C. Create a Validation Rule on the Opportunity Object and evaluate the rule when the record is created.
D. Create a Workflow Rule on the Opportunity Object with Time Dependent Actions, and evaluate the rule when the record is created and every time the record is edited.

Answer: A

NEW QUESTION 409
- (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 414

- (Exam Topic 4)
Which two areas can an Administrator make Open CTI features available to users when building a Lightning App using the App Manager? Choose 2 answer

A. On utility bar of the Lightning App
B. On a record Highlights Panel
C. On a record Activity Feed List
D. On the Calendar right hand panel

Answer: AC

NEW QUESTION 415
- (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 418
- (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 419
- (Exam Topic 4)
Universal Containers is looking to reduce the volume of calls into their Product Contact Center. Which three features should a Consultant recommend? Choose 3 answers

A. Chatter questions
B. Macros
C. Communities
D. Field service
E. Public knowledge

Answer: ACE

NEW QUESTION 423
- (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 424
- (Exam Topic 4)
Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities. What should a consultant recommend to meet this requirement?

A. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed /won stage.
B. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed /won stage.
C. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat accounts when it reaches closed/won stage.
D. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches closed/won stage.

Answer: A

NEW QUESTION 428
- (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 430
- (Exam Topic 4)
UC wishes to track relationships between its customers. For example, some customers are suppliers for other customers. What should a consultant recommend to track multiple customer relationships in Salesforce?

A. Add the related company to the first company's account team, with supplier as the role.
B. Add the related company to the first company's custom supplier lookup field as a value.
C. Add the related company to the first company's partner related list, with supplier as a value.
D. Add the related company to the first company's contact roles related list, with supplier as a value.

Answer: C

NEW QUESTION 434
- (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 435
- (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 438
- (Exam Topic 4)
Universal Containers is following a traditional waterfall project delivery methodology. The analysis phase is complete with the sign-off of the requirements. What action should a consultant take to minimize changes in
scope during the design and build phases? Choose 2 answers

A. Map solution design documents to system test scripts
B. Obtain customer sign-off on the solution design
C. Update requirements based on feedback from key stakeholders
D. Map business requirements to the solution design

Answer: BD

NEW QUESTION 440
- (Exam Topic 4)
UC manages its sales pipeline using Salesforce. However, when an opportunity moves to the closed lost stage, the company would like to enforce that the expected revenue value be $0 in reports. Which solution should a consultant recommended to meet this requirement?

A. Create a validation rule to verify that the forecast probability for closed/lost opportunities is 0%.
B. Define a workflow rule to set the forecast category to omitted when the opportunity stage is closed/lost.
C. Define a workflow rule to set the expected revenue field to $0 when the opportunity stage is closed/lost.
D. Create a dependency between stage and forecast category to enforce the omitted value for closed/lost stages.

Answer: D

NEW QUESTION 445
- (Exam Topic 4)
Sales Management at Cloud Kicks has noticed that the Quote amount on Opportunities does not match the Opportunity amount. Which two actions should the Consultant recommend to resolve this issue? Choose 2 answers

A. Build a Workflow rule to update the Opportunity Amount with a Grand Total Value on the Quote Record.
B. Add the Syncing checkbox to the Quotes related list.
C. Add a global action to sync the Quote with the Opportunity.
D. Add a Sync button to the Page Layout.

E. Build a formula field on Opportunity to roll up Total Value from the Quote Record.

Answer: BD

NEW QUESTION 447
- (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 448
- (Exam Topic 4)
Cloud Kicks wants to implement a methodology to determine which current Leads have the most in common with Leads that have successfully been converted in the past. How can Cloud Kicks support this requirement?

A. Use Einstein Lead Scoring.
B. Create a lead Rollup Summary Field.
C. Use Lead Conversation Reporting.
D. Create a Joined report.

Answer: A

NEW QUESTION 450
- (Exam Topic 4)
Universal Containers provides customer support for both new products and routine maintenance of existing products. The cases for both types have many stages and fields in common, however, the maintenance cases have additional stages and fields that need to be captured. Which two features should a Consultant recommend to accomplish this objective? Choose 2 Answers

A. Support Types
B. Support Processes
C. Approval Processes
D. Record Types

Answer: BD

NEW QUESTION 451
- (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 454
- (Exam Topic 4)
Universal Containers is changing their case management system to Salesforce. All Active accounts, contacts, open cases, and closed cases for the past five years must be migrated to Salesforce for go-live. Which approach should the Consultant use for data migration?

A. Prepare, Plan, Validate, VP, Test
B. Plan, Prepare, Test, Execute, Validate
C. Prepare, Plan, Test, Execute, Validate
D. Plan, Prepare, Validate, Execute, Test

Answer: B

NEW QUESTION 455
- (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 chat with customer in real time with chatter
B. Need to prioritize search results for contacts and opportunities
C. Need to add notes quickly or log activities for each record
D. Need to see records and related items as tabs under one screen

Answer: CD

NEW QUESTION 456
- (Exam Topic 4)
The VP of Sales at Cloud Kicks wants to provide options to sales representatives 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 Currency associated with the Order can be different from the new contract
B. The Contract associated with the Order is also associated to the new Account
C. The Order should be in Draft Status
D. The price book associated with the Order is also associated to the new Account

Answer: BC

NEW QUESTION 457
- (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 460
- (Exam Topic 4)
UC has set accounts, contacts and opportunities to private. Sales Rep manage the account for which they are the account owner. The company also employs sales specialist to assist sales rep on deals. What should a consultant recommended to allow sales specialist to see account information and any opportunity information associated with the account?

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

Answer: C

NEW QUESTION 465
- (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 468
- (Exam Topic 4)
Universal Containers is nearing the end of a quarter and the committed forecast is well below target. In order to identify additional sales opportunities. Universal Containers needs to track the competitor products used by its customers so it can sell into those customer accounts. Where should the competitor product information be tracked?

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

Answer: A

NEW QUESTION 469
- (Exam Topic 4)
Universal Containers would like to associate some contacts with more than one Account (e.g., a contact is an employee of one account and on the boards of several other Accounts). What solution should a consultant recommend to meet this requirement?

A. Associate the contact to other account using lookup field.
B. Clone the contact record and add to the 2nd account.

C. Add the contacts to the partner related list on the second Account.
D. Enable Contact to multiple Accounts feature

Answer: D

NEW QUESTION 470
- (Exam Topic 4)
Cloud Kicks needs the ability to determine the effectiveness of a recent marketing campaign on new leads. Which solution should the Consultant recommend?

A. Enable campaign influence and report on the influence percent and revenue share.
B. Create a custom object and a record for the campaign, then relate the newly created record to the lead
C. Create a custom text field to capture the marketing campaign
D. Specify the date range of the leads added to the campaign.

Answer: A

NEW QUESTION 474
- (Exam Topic 4)
What is the capability of Data.com Clean? Choose 3 answers

A. Accounts must be cleaned before cleaning contacts, but leads may be cleaned either before or after cleaning accounts
B. Data.com can be configured to run automated clean jobs to flag field differences and automatically fill u blank fields
C. Individual records can be manually compared side-by-side with matched Data.com records and updated u field-by-field.
D. Accounts, contact, and lead records can be selected from a list and cleaned all at once.

Answer: BCD

NEW QUESTION 475
- (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 478
- (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 480
- (Exam Topic 4)
UC has three sales divisions: hardware, software, and consulting. The hardware and software divisions follow a ten-step sales process. The consulting division follows an eight-step sales process and does not use the prospecting or perception analysis stages during the sales cycle. What should a consultant recommend to support these requirements? Choose 3 answers

A. Create sales processe
B. .
C. Create record types.
D. Create separate page layouts
E. Create separate stage fields .
F. Define stage picklist values.

Answer: ABE

NEW QUESTION 484
- (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 489
- (Exam Topic 4)
Universal Containers uses Salesforce for Outlook to synchronize contacts between Microsoft Outlook and Salesforce. The executive team wants to ensure that user's personal contacts in Microsoft Outlook are not synced with Salesforce. Which solution should a consultant recommend to meet this business requirement? Choose 2 answers

A. Train users to assign personal contacts in Microsoft Outlook to the Don't Sync with Salesforce category.
B. Train users to manually remove personal contacts from Salesforce after syncing with Microsoft Outlook.
C. Train users to mark personal contacts as private in Microsoft Outlook and choose not to sync private contacts in Salesforce.
D. Train users to sync personal contacts in Salesforce using one-way synchronization from Salesforce to Microsoft Outlook.

Answer: AC

NEW QUESTION 493
- (Exam Topic 4)
Sales representatives at Universal Containers log activates on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activities on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?

A. Activities report on accounts and opportunities the manager owns
B. Activities report on accounts the manager owns
C. Activities report on accounts and contacts the manager owns
D. Activities report on accounts, contacts, and opportunities the manager owns

Answer: B

NEW QUESTION 498
- (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 500
- (Exam Topic 4)
The Cloud Kicks pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are already closed/won. The VP of Sales wants visibility on how often the sales representatives are creating opportunities like this. Which two solutions should the Consultant recommend? Choose 2 answers

A. Utilize a process builder to send an email to sales management when the Opportunity is created in the closed/won stage.
B. Run the Opportunity pipeline standard report to view the upcoming Opportunities by stage.
C. Configure a report that displays Opportunities that have a closed date less than, or equal to, the created date.
D. Implement a process builder that automatically updates the Opportunity to the first stage in the sates process.
E. Enable High Velocity Sales so that the VP of Sales can get a global view of quick closed Opportunities.

Answer: AC

NEW QUESTION 501
- (Exam Topic 4)
The shipping department at the Universal Containers is responsible for sending product samples as part of the sales process. When an opportunity moves to the 'Sampling1 stage, Universal Containers 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: B

NEW QUESTION 505
- (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 507
- (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 508
- (Exam Topic 4)
The Universal Containers contact Center offers support through phone, email, public website, and a Community. The contact center manager wants to demonstrate the success of recent self-service initiatives to executive management. Which two Reports should the contact center manager present to executive management? Choose 2 Answers

A. Number of cases created using Communities
B. Number of IVR inquires without agent involvement
C. Average call handle time by team
D. Number of cases closed by self-service users.

Answer: AD

NEW QUESTION 510
- (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 514
- (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 516
- (Exam Topic 4)
Universal Containers uses PDF documents to help the sales team learn about new Products. Which feature should a Consultant recommend to store these documents?

A. File Connect for SharePoint
B. Attachments
C. File Sync
D. Salesforce Files

Answer: B

NEW QUESTION 518
- (Exam Topic 4)
The sales teams at UC need to track partner relationships for each customer account. There can be many partners related to each customer account. Additionally, the following partner-to-customer relationship information needs to be tracked: Role of each partner, Support product category of each partner, Next step of each partner. What should a consultant recommend to meet this requirement?

A. Use partner role functionality.
B. Create partner custom fields on account.
C. Create a custom object for Partner relationships.
D. Add partners to each customer account team.

Answer: C

NEW QUESTION 522
- (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 524
- (Exam Topic 4)
Cloud Kicks has many customers that regularly renew their "shoe of the month" club membership. The sales representatives use an Account type called "shoe of the month" club for these customers. Sales management wants to use Salesforce to automate repeat opportunities.
What should a Consultant, recommend to meet this requirement?

A. Develop an Apex trigger for renewal customers that inserts a copy of an Opportunity for the sales representative when it reaches the dosed/won stage.
B. Configure a Process Builder process for renewal customers that sends a reminder task to the sales representative to create a new Opportunity when it reaches the closed/won stage.
C. Configure a workflow rule for renewal customers that inserts a copy of an Opportunity for the sales representative when it reaches the closed/won stage.
D. Develop a lightning Component to set an Opportunity revenue schedule that automatically sets up a new Opportunity for renewal customers when it reaches the dosed/won stage.

Answer: A

NEW QUESTION 529
- (Exam Topic 4)
What Sales Cloud features would allow the company to improve data quality and consistency across sales deals? Choose 3 answers.

A. Use a single page layout to display all information regardless of line of business
B. Use workflow rules to validate data entry
C. Implement validation rules for opportunities
D. Use opportunity record types and page layouts to display information specific to each line of business
E. Use required fields to enforce critical data entry

Answer: CDE

NEW QUESTION 533
- (Exam Topic 4)
UC requires that account plans be created for all accounts. The account plans have been set up as a custom object with a lookup relationship. The sharing model is private for account plans. UC would like to assign the same access to the account plan record as to the associated account. What solution should a consultant recommend for these scenarios?

A. Modify the account plans object to be in a master-detail relationship with accounts.
B. Create a trigger on account plans that adds a manual share automatically to the account owner.
C. Create sales team users with read access to the account plans object.
D. Apply manual sharing to the account owner after each account plans record is created.

Answer: A

NEW QUESTION 534
- (Exam Topic 4)
During end-to-end testing, the test users log issues stating that the solution is not working according to what they expected. The stakeholders have signed off on the solution. What should a Consultant do to remedy this?

A. Address these issues during the sign-off stage.
B. Contact key stakeholders to determine if a change to the requirements is necessary.
C. Revise the solution to meet the needs of the test users and develop training materials for the full team.
D. Set up meeting with test users and do a requirements workshop.

Answer: B

NEW QUESTION 538
- (Exam Topic 4)
Cloud Kicks is now live and training is complete, but the system administrator keeps calling with questions about the process. Which strategy should the Consultant use?

A. Conduct a Knowledge Transfer with the admin.
B. Test the process to make sure it still works.
C. Have the admin review the solution design.
D. Direct the admin to ask Salesforce.

Answer: A

NEW QUESTION 540
- (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 541
- (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 545
- (Exam Topic 4)
Which two solutions should a consultant recommend if a sales process requires opportunities to have associated product line items before moving the opportunity to the negotiation stage? Choose 2 answers.

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

Answer: AC

NEW QUESTION 549
- (Exam Topic 4)
UC has set the OWD for accounts to private. Bill owns the Acme account and the General Industries account. Acme is the parent account for General Industries. Bill needs to collaborate with Mary on his accounts, so he manually shares read access to Acme. What access will Mary have to these accounts?

A. Read-only on General Industries and read-only on Acme
B. Read-only on Acme and no access on General Industries
C. Read-only on Acme and access on General Industries
D. Read-only on General Industries and read-write on Acme

Answer: B

NEW QUESTION 550
- (Exam Topic 4)
Universal Containers' support management team has noticed an increase in wait times over the last several months when customers call in for support. Which two recommendations should a Consultant suggest to help decrease customer wait times? Choose 2 answers

A. Create case escalation rules to route high-priority cases directly to supervisors for resolution
B. Create reports to analyze call data in order to understand peak times and ensure adequate staffing
C. Set up analytical snapshots to capture key case information and create historical trending reports
D. Set up a Salesforce Customer Community that will allow customers to create cases online

Answer: BD

NEW QUESTION 555
- (Exam Topic 4)
What are two considerations for enabling multiple currencies at Cloud Kicks? Choose 2 answers

A. Changing the exchange rate automatically updates the converted amount on all records, except the closed Opportunities.
B. Reports on these objects support multiple currencies: Accounts, Opportunity, Lead, case, and Opportunity product schedules.
C. After enablement, primary currency display in the parenthesis and the secondary amount displays as usual.
D. Once enabled, multiple currencies cannot be disabled.

Answer: BD

NEW QUESTION 556
- (Exam Topic 4)
Universal Containers is implementing a Knowledge Base and wants to empower certain managers to create, edit, and manage articles. All articles should be reviewed by these managers before being published, while some articles need an additional layer of legal review as well. Which three actions should a Consultant recommend to meet these requirements? Choose 3 answers

A. Create at least two different approval process
B. Create at least two different data categories
C. Grant managers the Manage Data categories permission
D. Create at least two different article types
E. Grant managers the Manage Salesforce Knowledge Permission

Answer: AD

NEW QUESTION 559
- (Exam Topic 4)
A sales rep has access to an Account which has multiple child Accounts through the Account hierarchy. What will the sales rep see after clicking the view Hierarchy link?

A. All Accounts in the hierarchy, with all fields visible
B. All Accounts in the hierarchy, with limited field visibility
C. Only child Accounts in the hierarchy
D. No Accounts in the hierarchy

Answer: B

NEW QUESTION 562
- (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 564
- (Exam Topic 4)
UC would like to capture qualification information for new leads (e.g.. whether or not the person is a decision maker). This information should also appear in the contact record once the lead has been converted. Which approach should a consultant recommend?

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

Answer: C

NEW QUESTION 565
- (Exam Topic 4)
NTO wants the ability to share documents related to an opportunity, such as contracts and proposals with the field sales team. NTO currently has a private sharing model. How should the documents be shared efficiently and securely?

A. Upload to Salesforce Files and shared with the field sales organization
B. Emailed to the sales team on the opportunity record
C. Uploaded to a library that is shared with the field sales organization
D. Uploaded to salesforce files from the opportunity record

Answer: C

NEW QUESTION 566
- (Exam Topic 4)
Cloud Kicks has a complicated sales process and is currently using 12 stages for Opportunities. Sales representatives often have difficulties deciding when to move Opportunities through the various stages. Which solution should the Consultant recommend?

A. Use Process Builder to send emails to sales representatives when Opportunities reach key stages,providing detailed information on what they need to do move the Opportunities to the next stage(s).
B. Use Path to provide guidance for key Opportunity stages.
C. Advise sales representatives to post on Chatter so the sales team can collaborate to move Opportunities along the pipeline quickly.
D. Configure a dashboard that shows Opportunities that have not moved stage for 30 days, and provide training to those Opportunities owners.

Answer: B

NEW QUESTION 567
- (Exam Topic 4)
Universal Containers wants to implement a Knowledge management process with the following requirements: It must contain four different kinds of content: customer FAQs, product specifications, contact center procedures, and product manuals.
It must provide the ability to filter Knowledge search results by a single product, multiple products, or all 56 products.
Any product-related content created by contact center agents must be approved by the contact center manager and the Knowledge manager before being published.
Product content should only be visible internally to contact center agents who handle that product. How should a consultant recommend that Knowledge be configured? Choose 3 answers

A. Define approval processes for each product.
B. Configure workflow rules for each data category.
C. Define approval processes for each article type.
D. Configure data category values for each product.
E. Configure article types for each kind of content.

Answer: CDE

NEW QUESTION 569
- (Exam Topic 4)
The sales manager at UC is concerned that the leads from the marketing department are outdated and poor quality. What action should be taken to address this issue? Choose 2 answers

A. Create a validation rule that prevents the lead from being converted without specific fields completed and train the users to enter all data accurately.
B. Create a workflow rule to update the lead rating field based on the lead status field and use assignment rules to route leads to appropriate sales reps.
C. Create a calculated field that scores leads based on lead attributes and use assignment rules to route leads to appropriate sales reps.
D. Create lead assignment rules to assign leads to sales representatives based on the city and the state in which the lead resides.

Answer: AC

NEW QUESTION 572
- (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 576
- (Exam Topic 4)
AConsultant arrives for a requirements workshop, but key resources are absent. What is the likely reason the key resources are absent?

A. The proper roles, resources, and risks were not identified.
B. The resources were not on the Project Kick-off
C. The purpose and scope were not defined
D. The project plan did not receive sign-off

Answer: A

NEW QUESTION 578
- (Exam Topic 4)
UC needs to have opportunity discounts approved by the senior management team. The appropriate approver is dynamically determined based on the requestor's region and the opportunity's account type. Which solution should be recommended to support these requirements?

A. Allow the requestor to select the appropriate approver prior to submitting the record for approval.
B. Automatically populate the delegated approver based on the requestors region and opportunity account type.
C. Create a workflow approval task as the first step in the approval process to assign the approver.
D. Use Apex to populate a user lookup field for the approval process based on an approval matrix.

Answer: D

NEW QUESTION 581
- (Exam Topic 4)
Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation application, the company had slow adoption of the new solution. What factors should be considered with the Sales Cloud deployment to help ensure the adoption? Choose 3 answers

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

Answer: BCD

NEW QUESTION 585
- (Exam Topic 4)
The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org.
How can the Consultant ensure that Leads are converted into either a business Account or a person Account where appropriate?

A. Ensure the Person Account checkbox on the Lead is checked prior to conversion.
B. Ensure the Company field is left blank to ensure it is converted into person Account.

C. Ensure the Company field is populated with "Person" to ensure it's converted into a person Account.
D. Ensure that there are separate record types for business Account Leads and person Account Leads.

Answer: B

NEW QUESTION 586
- (Exam Topic 4)
Cloud Kicks wants to sell to both consumer and Business. There will be a consumer sales team and a business sales team. Which two Salesforce functions will allow the Consultant to meet this requirement? Choose 2 answers

A. Opportunity Teams
B. Process Builder
C. Sales Processes
D. Record Types

Answer: CD

NEW QUESTION 591
- (Exam Topic 4)
The Marketing Department at Universal Containers is migrating from legacy campaign and email management system to Salesforce and want to ensure that its communication material is migrated as well.
What should a consultant recommend to migrate the Marketing Department's email templates?

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

Answer: C

NEW QUESTION 592
- (Exam Topic 4)
The Cloud Kicks website Contact Us form creates Leads that need to be followed-up on in a timely manner by the sales representatives- The VP of Sales wants to be notified when the Lead creation date has passed 24 hours and the lead status is still new. The sales representatives would also like a list to follow up. Which two actions should the Consultant perform to create a solution? Choose 2 answers

A. Create a Lead list view filtered for "Lead created date NOT equal to TODAY" and "Status equals new".
B. Create a Lead escalation rule for "Lead created date NOT equal to TODAY" and "Status equals new"
C. Create a process builder process to send an email.
D. Create a dynamic report for sales representatives to subscribe to.
E. Create a publisher action on Lead.

Answer: BD

NEW QUESTION 594
- (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 597
- (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 598
- (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 601
- (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 604
- (Exam Topic 4)
The Sales Manager at Universal Containers wants to be informed when a lead created from the ""Contact Us"" form on the corporate website has not been followed up within 24 hours of being submitted. What Salesforce feature should the consultant use to meet the requirement?

A. Notify using chatter on Lead
B. Send an email using time based workflow
C. Send an email using lead escalation rule
D. Notify using publisher action

Answer: B

NEW QUESTION 607
- (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 609
- (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 612
- (Exam Topic 4)
Universal Containers initiates cases based on electronic transmissions from power units. The case management process is as follows:
A work order is submitted to a field service team to perform a technical review.
After the technical review is closed, an agent needs to contact the customer to review activities. Cases can only be closed after the customer review has been completed
Universal containers needs to determine whether the work orders and customers contacts should be stored as child cases or on a related custom object
Which three aspects should the consultant consider to meet these requirements? Choose 3 answers

A. Visibility and access to the work order records
B. Work Order and customer contact escalation requirements
C. Account team relationship to the primary contact
D. Case closure rules on the original case
E. Total number of account and contact records in the database

Answer: AC

NEW QUESTION 617
- (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 622
- (Exam Topic 4)
A Salesforce partner regularly works with Salesforce Account Executives to close deals with clients that are looking for a partner to implement Sales Cloud. As new partner sales reps are on-boarded, they spend quite a bit of time trying to determine which Account Executive maps to which Accounts and Opportunities. What should the Consultant recommend when rolling this out?

A. Add a Lookup field on the Opportunity to indicate Partner Executives
B. Add the Title field to all Contact Layout
C. Implement Account Contact Roles
D. Implement Account Partner Roles

Answer: C

NEW QUESTION 626
- (Exam Topic 4)
Universal Containers sells products that require frequent collaboration with the same team of individuals who play a key role in closing deals. The lead sales representative determines the level of access for each of the collaborating team members on the opportunity. What solution should the consultant recommend to facilitate the collaboration of the lead sales representative and team members?

A. Define a sharing rule for each lead sales representative to assign appropriate access for all extended team members
B. Enable chatter to have the lead sales representative facilitate collaboration through sales team sharing
C. Create a public groups for extended team members and allow the sales representative to assign manual sharing on their opportunities.
D. Configure default opportunity teams for all lead sales representatives with team selling enabled

Answer: D

NEW QUESTION 631
- (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 634
- (Exam Topic 4)
Customer Support Agents are frustrated with how they interact with their current case management solution and have asked for a more streamlined way to manage and view cases. Which solution will improve productivity and allow the Agents to quickly create and view notes, log calls, update cases, and communicate with customer?

A. Create a Salesforce Classic Quick Actions
B. Add a Visualforce page to the Case layout
C. Configure the Case highlights panel
D. Configure Case Feed page layouts9

Answer: B

NEW QUESTION 638
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