Salesforce

Salesforce-Certified-Sales-Cloud-Consultant

Certified Sales Cloud Consultant

Question: 1

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

Which two sections of a SOW should the consultant discuss further with Cloud Kicks to meet the requirement?
Choose 2 answers
A. Approach
B. Scope
C. Background
D. Terms and Conditions

Answer: A,B

Question: 2

Cloud Kicks (OC) sells Formal and Athletic footwear hoes. CK is using Product Families on Products to associate each product to its corresponding line. CK currently forecasts an Expected Revenue amount that combines all products together.

A consultant is assessing how CK can divide its forecasts by footwear line.

Which solution should the consultant recommend to improve CK's forecasts?
A. Configure a new Forecast Type on Opportunity Product grouped by Product Family.
B. Configure a new Forecast Type on Opportunity grouped by Product Family.
C. Use Flow to populate custom Formal and Athletic currency totals, then forecast by these Fields.
D. Make separate stages and sales processes for each Product Family.

Answer: A

Question: 3

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. Configure Apex to update a custom field on the parent account with the total value of won opportunities from the child accounts
B. Create a workflow rule to update the custom field on the parent account displaying the total value of won opportunities from the child account
C. Create a Roll-up Summary field on the parent account displaying the total value of won opportunity from the child accounts
D. 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

Answer: A

Question: 4

During the requirements gathering workshops at Cloud Kicks, the project team and subject matter experts bring up new ideas to incorporate4 into the current project.

Which best practice should the consultant use to refocus the meeting and stay on topic?
A. Tell key stakeholders that the team is focused on other ideas,
B. Remind the team of the purpose and scope of this project.
C. Incorporate the new ideas into the solution design.
D. Invite only the subject matter experts to subsequent workshops.

Answer: B

Question: 5

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

Which solution should the consultant recommend to help sales reps determine the best neighborhoods to canvas?
A. Salesforce Maps using the Demographic Context data source to display income ranges for regions within their territories
B. API integration with Salesforce Maps to plot existing customers on territory maps
C. A Salesforce Maps component plotting non-customers in residential neighborhoods
D. Salesforce Maps with ESR1 integration to display high density neighborhoods

Answer: A

Question: 6

Universal Containers compensates its sales team based on their achievement of the company’s sales revenue goals. The sates ops team needs to track the sales reps’ performance against these goals.

How should the consultant meet the requirement?
A. Construct Opportunity Reports with custom formulas to show attainment.
B. Build automation to aggregate and report on revenue attainment from the User object.
C. Configure custom objects and use automation to calculate and stone attainment.
D. Configure sales quotas and compare quota attainment on the forecast.

Answer: D

Question: 7

Up to this point, two sales have had separate accounts and opportunities. Sales Rep A wants to include Sales Rep B in a few opportunities on one account.

Which two actions can Sales Rep A allow Sales Rep B to do when Account Teams are enabled and used for this account? Choose 2 answers
A. Grant Read access on the account's cases.
B. Edit all opportunities on the account.
C. View the account and keep activities private.
D. View one of the opportunities on the account.

Answer: A,D

Question: 8

Cloud Kicks sales representatives are allowed to negotiate up to a 5% discount for the Shoe of the Month dub. Regional sales managers (RSMs) must approve discounts greater than 5%. Regional vice presidents (RVPs) also must approve discounts greater than 10%.

Which two steps should a consultant recommend to satisfy these requirements? Choose 2 answers
A. Create two Approval Processes, one with the RSM and one with the RV
C. Use Process Builder to send an approval Task and email to the RSM and RV
E. Use Process Builder to automatically submit approvals over a 5% discount.
F. Create a two-step Approval Process with the RSM and RVP as approvers.

Answer: A,D

Question: 9

A couple of users at Cloud Kicks (CK) own more than 10,000 records. The CK admin has noticed that making changes to the sharing model is taking increasingly more time.

What are two solutions the consultant should implement to resolve the Issue? Choose 2 answers
A. Move the users to the top of the role hierarchy.
B. Move the users to the bottom of the role hierarchy.
C. Mass transfer the records to another role in the role hierarchy.
D. Remove the users from the role hierarchy.

Answer: A,C

Question: 10

A consultant has completed the Build and Validate phases of a Sales Cloud implementation at Cloud Kicks.

Which step should the consultant complete next?
A. Upgrade to the latest Salesforce Release.
B. Sign off on the statement of work.
C. Deliver training.
D. Complete a post-mortem.

Answer: C

Question: 11

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

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

Answer: B

Question: 12

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

What should the consultant use to include data from both the Project__c and Opportunity objects in one report?
A. Matrix reports
B. Junction reports
C. Cross-object filters
D. Custom report types

Answer: D

Question: 13

Universal Containers is creating a new program to allow customers to pay for large orders over the course of 1 to 3 years in monthly installments beginning in the month the products are sold. The admin needs to configure Sales Good to accommodate the new pricing term and to help the finance department forecast easily.

What should the consultant recommend to meet the requirement?
A. Use Revenue Schedules to capture installment payment plan details for each Product.
B. Add a custom field to the Quotes object to capture the number of installments,
C. Set the default quantities to 12, 24, and 36 in a new Price Book for installment sales.
D. Create a Process Builder to create an Order for each installment payment.

Answer: B

Question: 14

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

Which two actions should the consultant take to meet the requirement? Choose 2 answers
A. Create a report based on the Opportunity reporting snapshot.
B. Create a dashboard component and schedule the dashboard to refresh monthly.
C. Schedule a reporting snapshot of the Opportunity History object to run monthly.
D. Schedule a reporting snapshot of the Opportunity object to run monthly.

Answer: A,D

Question: 15

The Discovery phase with Cloud Kicks (CK) has just ended. CK wants a visual way to see how the new processes will work. CK's process is complex and requires multiple slides.

What should the consultant design to give CK this high-level view?
A. SIPOC Map
B. Value Stream Map
C. Capability Model
D. Universal Process Notation

Answer: C

Question: 16

Cloud Kicks uses .pdf documents in Sales Cloud to help the sales team learn about new products .

Which feature should a consultant recommend to store these documents?
A. Files sync
B. Salesforce Files
C. Document lists
D. Salesforce Knowledge

Answer: B

Question: 17

The marketing team is using a separate platform for managing prospects and wants to hand off qualified prospects to the sales team.

How should the consultant meet this requirement?
A. Create Salesforce users for the marketing team so they can enter leads directly Into Salesforre.
B. Recommend an integration with the marketing platform that creates leads in Salesforce,
C. Recommend an integration with the marketing platform to Salesforce that generates tasks with lead information.
D. Create a report of Salesforce leads and compare it with marketing data on a regular basis.

Answer: A

Question: 18

Cloud Kicks requires its sales reps to 90 through an internal certification process on myTrallhead before they add specific groups of Products to Opportunities.

Which two solutions should be used to validate that sales reps have completed the myTrailhead badge? Choose 2 answers
A. Use a validation rule on Opportunity Products to prevent a sales rep from adding Products marked as requiring the myTrailhead badge if the rep has yet to complete the badge.
B. Use a Process Builder process on Products marked as requiring the myTrallhead badge to automatically share the Products with sales reps who have completed the badge.
C. Use a validation rule on Products marked as requiring the myTrailhead badge to prevent those Products from being added to an Opportunity.
D. Use a separate once book for the Products requiring the myTrailhead badge and only share the once book with sales reps who have completed the badge-

Answer: A,B

Question: 19

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

What should the consultant recommend to improve usability for account executives?
A. Create product families to enable users to filter by continent and country.
B. Use custom price books for domestic and international customers.
C. Use separate product catalogs for domestic and international customers.
D. Update the product naming conventions to include the currency in the product name.

Answer: B

Question: 20

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

Question: 21

In the Discovery phase of a Sales Cloud implementation, what are three effective ways a consultant can determine the design of the system? Choose 3 answers
A. Schedule training.
B. Establish performance benchmarks.
C. Observer end users.
D. Administrator a survey.
E. Host a focus group.

Answer: B,D,E

Question: 22

During a Discovery session at Cloud Kicks, a topic is highlighted that

How should the consultant proceed?
A. Conduct another Discovery session.
B. Define and submit a change order for the new items.
C. Revise the timeline for the new items.
D. Continue work because it is covered by the warranty.

Answer: B

Question: 23

Cloud Kicks (CK) uses a sales model where pre defined groups of reps work collaboratively on Accounts. Each group is also responsible for specific Accounts. CK has organization wide default access set to Public Read/1 for Accounts. CK discovered this caused issues with data quality where reps edited Accounts outside their scope responsibility. CK wants to allow reps to view any Account, but restrict editing to only reps who are responsible for those specific Accounts.

Which two steps should a consultant recommend to allow reps to continue to collaborate while eliminating incorrect edits? Choose 2 answers
A. Change Account organization-wide defaults to Private.
B. Enable Account Teams to allow owners to grant Read/Write access.
C. Create an Account sharing rule to grant Read/Write access to all Accounts.
D. Change Account organization-wide defaults to Public/Read-Only.

Answer: B,D

Question: 24

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

Question: 25

Cloud Kicks is running a campaign for the Shoe of the Month club. Sales management wants to use Campaign Influence features with Opportunities to attribute a percentage of success to influential campaigns.

Which feature will allow for revenue share with standard and custom attribution models?
A. Create a reporting snapshot for Campaigns.
B. Use sharing rules to give access to Campaign members.
C. Create a formula field to track Campaign Influence.
D. Use Customizable Campaign Influence for reporting.

Answer: D

Question: 26

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

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

Answer: B

Question: 27

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

Which solution should a consultant recommend to meet the requirement?
A. Set the organization-wide sharing default for the Opportunity object to Private.
B. Create custom fields on the Opportunity object for sales reps to enter a credit percentage.

C. Enable Opportunity Spats and add the Opportunity Splits related list to Opportunity page layouts.
D. Enable Opportunity Team Selling and create a report grouped by Opportunity team member.

Answer: C

Question: 28

The Sales Director at Cloud Kicks noticed that while Lead conversion rates were high, Opportunities were not moving through the sales cycle. many of the contacts that were converted had no phone, email, or background information captured .

Which three solutions can be used to improve the quality of Leads being converted? Choose 3 answers
A. Schedule a report that notifies Lead owners daily of Leads with incomplete information.
B. Create a validation rule to check that necessary information is complete upon Lead conversion
C. Implement a trigger that warns the user of incomplete information during Lead conversion.
D. Review Lead conversion mapping to ensure necessary fields are mapped correctly.
E. Update web-to-lead forms to require input fields be completed prior to submission.
F. Mandate that all Lead data must be reviewed prior to being created in Saesforce.

Answer: C,D,E

Question: 29

The VP of sales at Good Kicks wants to know the percentage of opportunities in a certain stage that were eventually closed won.

Which two steps should a consultant take to create a solution? Choose 2 answers
A. Enable Feed Tracking.
B. Create a roll-up summary formula.
C. Update a custom field using automation.
D. Create a report and dashboard.

Answer: B,D

Question: 30

Cloud Kicks has configured Account Teams and is ready to go live in Production.

How should the consultant migrate Account Team configuration to Production?
A. Push with Workbench.
B. import with Data Loader.
C. Create manually.
D. Deploy with Change Sets.

Answer: B

Question: 31

Universal Containers (UC) has established Sales Ops teams. As part of the sales process, Tasks are used to track all customer interactions. UC wants any available Sales Ops team member to handle these Tasks as soon as possible.

Which Salesforce functionality should the consultant recommend to meet the requirement?
A. Create Opportunity Teams to manage Tasks.
B. Leave the Task's Assigned To held bank
C. Use workflows to create a Task for each team member.
D. Assign Tasks to a queue to share work efficiently.

Answer: D

Question: 32

Cloud Kicks (CK) wants to migrate data from its existing enterprise resource planning (ERP) system to CK wants to organize its data using the unique ID that is a number type in the ERP.

What should the consultant recommend to meet the requirement?
A. Map the ERP unique ID to a custom external ID unique number field.
B. Create a text field and insert the ERP unique I
D. Use the ERP unique ID as the Salesforce I
F. Create an external ID unique number field in the ERP labeled ERP unique I
G. ‘

Answer: A

Question: 33

At Cloud Kicks (CK), each sales rep is assigned a sales ops specialist and a sales engineer. CK wants to ensure that the assigned sales ops specialist and sales engineer have access to the correct Accounts. The organization wide defaults (OWO) for Contact are set to ‘Controlled by Parent’,

Which solution should the consultant recommend to meet this requirement?
A. Use Apex Managed Sharing to automatically share any new Contacts.
B. Set up Account Teams with defaults for each sales rep.
C. Change the Contact OWD to Private and create sharing rules to grant visibility.
D. Add the Sharing button to the page layout so sales reps can share Contacts as needed.

Answer: C

Question: 34

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

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

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

Answer: A,D,E

Question: 35

Sales managers at Cloud Kicks need to visualize all open opportunities based on the location of the related Account.

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

Answer: B

Question: 36

Universal Containers (UC) has acquired another company that uses Salesforce and is migrating its legacy email alerts, and approval processes.

Which two steps should the consultant perform to maintain data integrity? Choose 2 answers
A. Enable the Create Audit Fields permission to insert historically accurate records.
B. Use the Salesforce Approval Process clone feature to migrate approval processes.
C. Merge the legacy Salesforce org into UC’s Salesforce org and migrate the approval processes.
D. Insert users, and then migrate email alerts and approval processes into UCs Salesforce org.

Answer: A,C

Question: 37

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

What should the consultant recommend so opportunity stage reports always contain the data managers expect?
A. Configure Path by checking the key field required checkbox.
B. Create an Auto launched flow to determine if required fields are missing.
C. Customize path and create validate rules dependent on stages.
D. Mark the fields as required on the page layout.

Answer: C

Question: 38

Cloud Kicks manages contacts for lead generation in a marketing application. Following a new Salesforce implementation, inbound leads will be reviewed in the marketing application and then migrated to Salesforce.

Which contacts should the consultant migrate from the marketing application to leads in Salesforce?
A. New contacts
B. Active contacts
C. Qualified contacts
D. All contacts

Answer: B

Question: 39

An executive at Cloud Kicks (CK) has asked its admin to create a diagram to show the high level processes the business. CK plans to use the diagram to show the context of a new process within the overall business whole.

What should the admin create to meet this requirement?
A. Capability Model
B. Strengths, Weaknesses, Opportunities, Threats (SWOT) Diagram
C. Suppliers, Imports, Processes, Outputs, Customers (SIPOC) Diagram
D. Value Stream Map

Answer: A

Question: 40

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

What should the consultant recommend to allow account owners to selectively share an account’s contacts with opportunity owners?
A. Add opportunity owners to the Opportunity Team and configure contact sharing.
B. Transfer account ownership from themselves to the opportunity owner.
C. Transfer contact ownership from themselves to the opportunity owner.
D. Add opportunity owners to the Account Team and configure contact sharing.

Answer: D

Question: 41

At Universal Containers, in addition to the sales team, support reps are sometimes eligible for commissions. When support reps are involved in a deal, they should receive a credit of 15% of the revenue.

What should the consultant consider when designing a revenue sharing solution?
A. Revenue splits are required in order to use overlay splits.
B. Overlay splits Allocated on art Opportunity can total any percentage.
C. Overlay splits can be assigned to any user with the appropriate profile.

D. Revenue splits allocated on an Opportunity can total any percentage.

Answer: B

Question: 42

Sales reps at Cloud Kicks are spending too much time coordinating meetings with prospective clients.

Which solution should a consultant recommend to schedule meetings more efficiently?
A. Share the sales reps' Salesforce calendar wrth clients.
B. Utilize the Insert Availability feature in Salesforce Inbox.
C. Ask clients to share their Outlook calendars.
D. Create a site that clients can access to schedule meetings.

Answer: D

Question: 43

A consultant has successfully deployed Sales Cloud at Cloud Kicks.

What is the final step in completing an engagement?
A. Measure adoption
B. Perform testing
C. Deploy solution
D. Hand over documentation

Answer: D

Question: 44

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

What are the three efficient approaches the consultant could recommend to the sales manager? Choose 3 answers
A. Arrange multiple sessions with small groups of employees.
B. Send a survey to all employees asking for a list of desired changes.
C. Ask management to select which employees should participate In sessions.
D. Ask all employees to email their ideas and feedback to the consultant.
E. Meet with a large group of employees to listen to their feedback.

Answer: A,C,D

Question: 45

Cloud Kicks want to track different details for trade shows and customer webinars.

Which capability enables the use of custom fields, contextual validation rules, and varied layouts?
A. Parent Campaigns
B. Custom Picklist
C. Campaign Hierarchies
D. Record Types

Answer: D

Question: 46

The Cloud Kicks admin is planning to deploy new functionality as part of its quarterly update process. The consultant has recommended completing the update outside of business hours to avoid impacting users.

Where should the consultant direct the admin to check for scheduled system maintenance?
A. Company Profile
B. Trailblazer Community
C. Trailhead
D. Salesforce Trust

Answer: D

Question: 47

Cloud Kicks plans to integrate its email system with Salesforce, and wants to show the last 2 months of email activity to its 75 sales reps.

What should a consultant recommend to meet this requirement?
A. Sales Cloud Einstein
B. Einstein Activity Capture Standard
C. Email to Salesforce
D. Sales Cloud Console

Answer: B

Question: 48

The Cloud Kicks mobile sales team is using a combination of iOS and Android devices. The sales manager has requested that sales representative must record client meeting activity within Salesforce immediately after a meeting .

Which two actions should a Consultant recommend to meet this requirement? Choose 2 answers
A. Log an activity using a Quick Action.
B. Log a meeting activity using the email to Salesforce feature.
C. Have the sales reps install the Salesforce Mobile app on their devices.
D. Have the sales reps install the Outlook for Lightning app on their device.
E. Log a meeting with mobile smart actions automatic sync.
F. Have the sales reps install Salesforce on their mobile devices.

Answer: C,E

Question: 49

Cloud Kicks (CK) operates in multiple countries and wants to track historical exchange rates. The consultant at CX has implemented dated exchange rates by using Advanced Currency Management.

How is the converted currency amount calculation on Opportunities determined?
A. The close date regardless of the opportunity stage
B. The close date only when the stage is closed
C. The current exchange rate regardless of the close date
D. The exchange rate at the time the opportunity is closed

Answer: A

Question: 50

A consultant it working with Cloud Kicks (CK) on its initial Sales Could implementation. CK wants its sales reps to be able to use Sales Cloud to track accounts, contacts, and opportunities before its global conference in 4 months.

What should the consultant recommend to meet the requirement?
A. Set obtainable metrics, goals, and milestones for the deadline.
B. Deploy the Salesforce mobile app to the team prior to the event.
C. Reschedule the event to ensure functionality is complete.
D. Implement additional features to make the team more productive-

Answer: A

Question: 51

Cloud Kicks wants to release product enhancements effectively to drive user adoption mtd have the impact on the organization and users' day-to-day functions.

What are three steps for successful change and seasonal release management? Choose 3 answers
A. Prioritize executive requests.
B. Train end users after deployment.
C. Communicate updates to end user.
D. Create an org development model.
E. Collect input from stakeholders.

Answer: A,D,E

Question: 52

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

Which feature should a consultant recommend to build this report?
A. Custom report type
B. Joined report
C. Cross filter
D. Custom filter

Answer: C

Question: 53

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

Which report should the consultant create to meet the requirement?
A. Closed Won Opportunities by Account
B. Closed Won Opportunities with Activities
C. Closed Won Opportunities by the sales team
D. Closed Won Opportunities with Recommendations

Answer: C

Question: 54

Sales reps want to review pricing on historical contracts when working on new opportunities at Cloud Kicks. Contracts are created from the Account page. Sales reps need to view all contracts for the Account on the Opportunity record.

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

Answer: A

Question: 55

The Universal Containers management team wants to help sales reps determine the nght time to contact prospects.

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

Answer: D

Question: 56

Cloud Kicks sales reps want to see all of their current opportunities, and the full details, with a minimal amount of navigation or dicks to cycle through them.

Which functionality should the consultant recommend?
A. Construct a new Sales Console app including opportunities.
B. Create a ‘My Opportunities’ report and open each opportunity in a new browser tab.
C. Create a ‘My Team Opportunities’ report and open each opportunity in a new browser tab.
D. From the ‘My Opportunities’ list view, select the Split View option.

Answer: D

Question: 57

Cloud Kicks has enabled Orders to track and manage customer requests for products. The sates team has requested a process to return or reduce the quantity of activated Orders.

Which two Salesforce features should a consultant recommend to meet this requirement ? Choose 2 answers
A. Enable Orders without Price Books.
B. Enable Zero Quantity Orders.
C. Enable Negative Quantity for Order Products.
D. Enable Reduction Orders.

Answer: D

Question: 58

Cloud Kicks has enabled the Einstein Lead Scoring feature and rolled out Sales Cloud Einstein to ptkst users. The pilot users are unable to view the Lead Score field on me Lead record page.

Which two steps should the consultant take to fix this issue? Choose 2 answers
A. Add the Lead Score field to the Lead List View.
B. Add the Lead Score field to the Lead Page layout.
C. Assign the Einstein Lead Scoring permission set.
D. Assign the Sales Cloud Einstein permission set.

Answer: B,D

Question: 59

Universal Containers is migrating data from a legacy system into Salesforce.

Which two considerations should a consultant take into account when importing Campaign Members? Choose 2 answers
A. Leads, Contacts, and Business Accounts can be Campaign Members.
B. The Marketing User feature license must be assigned.
C. The Campaign ID is required in the import file.

D. The Status of the Campaign Member is optional.

Answer: A,D

Question: 60

Organization-wide default settings for Account is set to Private at Cloud Kicks- Users are unable to see each others accounts.

When a Salesforce admin assigns User A as the owner of an opportunity related to User B’s account, which additional access will User A gain?
A. User A will have Read-Write access to the opportunity’s Account and its related contact records.
B. User A will have Read-Only access to the opportunity’s Account record.
C. User A will have Read-Only access to the opportunity’s Account and its related contact records.
D. User A will have Read-Write access only to the opportunity’s Account record.

Answer: D

Question: 61

The Cloud Kicks team has made a correction in a sandbox environment that needs to be deployed to production as soon as possible. The sandbox and production environments are on two different versions of Salesforce. The fix requires functionality in the sandbox version.

Which action should the consultant recommend?
A. Deploy from version control before the Salesforce Platform upgrade window.
B. Deploy changes from the sandbox to production thts weekend.
C. Deploy the changes from the sandbox to production once both environments are on the same version.
D. Deploy the changes from me sandbox to production concurrently with the Salesforce Platform upgrade.

Answer: A

Question: 62

Cloud Kicks is expanding its operations to Europe. The company wants to enable able Advanced Currency Management to support both EUR and USD currencies, and show the total values of open opportunities on account records.

How should the consultant implement a solution to meet the requirement?
A. Use a custom summary formula field on the Opportunity.
B. Install a third-party app from the AppExchange.
C. Use a Roll-up Summary field from the Opportunity to the Account.
D. Create a cross-object formula field on the Account.

Answer: A

Question: 63

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

Which capability should the consultant recommend?
A. Opportunity Teams
B. Role hierarchy
C. Account Teams
D. Sharing rules

Answer: C

Question: 64

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

Which three steps should the consultant take to help Cloud Kicks get Salesforce up and running? Choose 3 answers
A. Define company vision.
B. Finalize integrations.
C. Prioritize goats.
D. Define KPIs.
E. Analyze competitors.

Answer: A,C,D

Question: 65

Universal Containers continues to see substantial growth year-over-year. Outside sales reps think the* territories are too dense to cover adequately. Leadership has decided to modify the existing safes territories and hire additional staff to make the account allocations more manageable. So the states win change from one territory to two or more smaller territories. In these instances, accounts will need to be reassigned to new territories.

Sales operations wants to review the territory account assignments and verify the accuracy before the changes are reflected m Sales Cloud.

How should the consultant show sales operations what the data will look like after the change?
A. Use Tableau to geocode account addresses and display on a territory map.
B. Install the Territory Management Reporting Pack from the AppExchange.
C. Run the updated assignment rules in Planning State and view the accounts on the territory detail page.
D. Use Data Loader to export the accounts and make updates in Google Sheets.

Answer: C

Question: 66

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

What are two actions a consultant can take to meet the requirement? Choose 2 answers
A. Set opportunity access on the role to View All opportunities associated with their accounts.
B. Set organization-wide defaults for opportunities to Private.
C. Set Territory Management to grant Read access to opportunities owned by others.
D. Set organization-wide defaults for opportunities to Public Read-Only.

Answer: A,B

Question: 67

Cloud Kicks is in the process of implementing Salesforce for its sales teams. Senior management has concerns about adoption.

What should a consultant recommend to encourage adoption?
A. Establish goals and key metrics.
B. Give users access to a Sandbox environment.
C. Define the sales process.
D. Plan a first release with minimum features

Answer: A

Question: 68

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

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

Answer: C

Question: 69

Universal Containers wants to minimize the need for sales reps to manually create meetings and events that are stored on their calendars.

Which two Einstein Activity Capture (EAC) capabilities should the consultant consider? Choose 2 answers
A. EAC a two-way sync for events and contacts.
B. EAC events are unable to be synched with contacts and leads.
C. EAC adds events to the activity timeline for custom objects.
D. EAC supports emails, events, and contacts.

Answer: A,D

Question: 70

Cloud Kicks has a requirement to measure end user adoption and data quality in Salesforce.

Which solution should the consultant recommend?
A. Einstein Conversation Insight-;
B. tableau custom dashboard
C. Adoption and Data Quality Dashboards Pack
D. Salesforce Surveys

Answer: C

Question: 71

Cloud Kicks (CK) has implemented different sales stages across its varied product lines.

CK wants to deploy Collaborative Forecasting to all sales users.

Which two statements should a consultant consider when enabling forecasting? Choose 2 answers
A. Opportunity Splits must be enabled at the same time.
B. Multiple Forecast Types must be created and activated.
C. A Single Category or Cumulative Forecast Rollup should be defined.
D. The Forecast tab should be visible to easily view the forecasts.

Answer: C,D

Question: 72

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

Answer: B,C

Question: 73

Cloud Kicks has identified the KPIs it wants to track for the year. The inside sales team wants a visual way to see the team’s progress for the year.

What should the consultant recommend to meet the requirement?
A. Modify a report based on KPIs.

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

Answer: B

Question: 74

Users at Cloud Kicks (CK) say the global search is returning too many results when searching for contacts. CK's admin confirmed that users have the correct permissions and record access to the contacts they want to see.

What should a consultant recommend to yield better search results?
A. Use quotation marks operator around contact's first and last name.
B. Add company name next to contacts full name in the search window.
C. Add LIKE keyword next to contact's full name in the search window.
D. Use parentheses operator to limit search to the Contacts object.

Answer: C

Question: 75

Northern Trail Outfitters finished implementing Sales Cloud for a mid market sales team.

Sales management wants to track data trends and adoption.

What should the consultant recommend to measure core Sales Cloud record data?
A. Adoption Dashboards Pack
B. User Login Report
C. System Overview Page
D. Salesforce Optimizer

Answer: A

Question: 76

What should a Consultant recommend to meet these requirements?
A. Create a summary report with cross filters.
B. Create a joined report.
C. Create a dynamic dashboard.
D. Create a reporting snapshot

Answer: B

Question: 77

Cloud Kicks has just deployed an of its configurations. The admin wants to build a separate process but uses most of the objects that were deployed.

What is the best practice a consultant should recommend to the admin?
A. Build m a test release environment and test changes in Production.
B. Build in a Developer Sandbox and test changes in Production.
C. Build in a Developer Sandbox and test changes in a test release environment.
D. Build m a test release environment and test changes in a test release environment.

Answer: A

Question: 78

The Universal Containers sales team wants to easily show Account relationships to its sales reps and report on these relationship.

Which two considerations should the consultant take into account? Choose 2 answers
A. Account relationships are visible from Person Account records.
B. A Person Account can be either a parent or child in the Account Hierarchy.
C. Account Hierarchy displays only the Amounts users have Read permission to view.
D. Accounts can be organized into different divisions based on specific criteria.

Answer: C,D

Question: 79

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

Which two groups should provide content for the use cases? Choose 2 answers
A. Sales reps
B. Executives
C. Finance team
D. Sales operations

Answer: A,D

Question: 80

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

What should the consultant recommend to resolve the issue?
A. Confirm the standard matching rule is inactivated.
B. Change the criteria for the standard Lead matching rule.
C. Change the criteria for the standard Contact matching rule.
D. Confirm the custom matching rule is activated.

Answer: D

Question: 81

A Cloud Kicks sales team based in the U.S. wants to grow market share in Australia. The company has multicurrency enabled and has added the Australian Dollar as an available currency.

How should the consultant allow the sales team to report on Australian deal values in U.S. Dollars (USO)?
A. Set each sales user’s default currency to the Australian Dollar.
B. Enable parenthetical currency conversion.
C. Create a formula field to perform a currency calculation.
D. Use USD for Australian Opportunity currencies.

Answer: B

Question: 82

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

What should a consultant recommend to meet the requirement?
A. Create Mater-Detail on Contact.
B. Create Master-Detail on Account.
C. Create External ID on Contact.
D. Create External ID on Account.

Answer: D

Question: 83

Cloud Kicks (CK) plans to implement Advanced Currency Management for its Salesforce implementation. CK has Roll-up Summary fields on the Account and Opportunity.

What should CK consider when enabling Advanced Currency Management in its Salesforce org?
A. Dated exchange rates are used in Opportunity forecasting or currency fields in other types of reports.
B. Opportunity Roll-up Summary fields will update from the Opportunity Line Item object.
C. Account Roll-up Summary fields will update from the Opportunity object.
D. Account cross-object formulas always use the dynamic conversion rate for currency conversion.

Answer: B

Question: 84

Cloud Kicks’ VP of Technology wants to start using Salesforce for all of the sales teams automation. 70 million records were all migrated from a legacy database to the data warehouse that will be synced with Sales force. Cloud

Kicks wants to be able to search and cross-reference records with the original source database .

What should a Consultant recommend to meet this requirement?
A. Use a custom External ID field and map this to the original record ID value
B. Use the standard External ID field and map this to the original record ID value.
C. Use a custom field named External ID and map this to the current record ID value.
D. Use the standard External ID field and map this to the current record ID value.

Answer: A

Question: 85

Good Kicks has the goal of generating high-quality leads by implementing Sales Cloud.

Which metrics should the consultant analyze to determine the success of this goal?
A. Total number of Leads created by a Sales Rep
B. Lead to Opportunity Conversion Rate
C. Lead to Quote Conversion Rate
D. Total number of Leads by source

Answer: B

Question: 86

A Consultant 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

Question: 87

Cloud Kicks has enabled territory forecasts to see how expected revenue compares between sales territories, and to determine which territory has dosed the most deals in a month. The territory hierarchy has three branches with child territories, where forecast managers may be assigned to a few of them.

Which two actions can forecast managers perform? Choose 2 answers
A. Add territory forecast to the hierarchy.
B. Add a Forecasts tab to the Sales app.
C. View the territory forecasts as a single-page summary.
D. Share the forecast with any Salesforce user.

Answer: C,D

Question: 88

Northern Trail Outfitter has created a Complaints custom object related to Accounts. Due to the sensitive nature of these records, the object's visibility has been set to Private. A dedicated subnet of support users who will work on these items has been added to a Complaints Specialist public group. Only users within the Complaints Specialist public group should be able to view and edit any Compliant record.

Which two options should a consultant recommend to meet the requirements? Choose 2 answers
A. Use Apex managed sharing to grant record access to users In the Complaints Specialist public group and restrict manager visibility.
B. Uncheck the Grant Access Using Hierarchies checkbox in Sharing Settings for the Complaints object.
C. Create a catena-based sharing rule that grants Read/Write access to the Complaints Specialist public group.
D. Set the Complaint object's default visibility to allow only the users in the Complaints Specialist group to access the records.

Answer: B,C

Question: 89

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

Which two solutions should a Consultant recommend for a successful migration? Choose 2 answers
A. Manually recreate the email and mail merge templates in Salesforce.
B. Enable Email Import and use the import Wizard
C. Enable Email to Salesforce before sending email templates to Salesforce
D. Import email templates the Data Loader
E. Create an email template change set or use the Lightning Platform.

Answer: C,D

Question: 90

During the Deploy phase at Cloud Kicks, users are finding it difficult to use a new system, which is adoption.

How should the consultant avoid this issue in the future?
A. Design a solution during the Build phase.
B. Conduct a Beta review during the Validate phase.
C. Gain buy-in during the Analyze phase.
D. Develop test scripts during the Plan phase.

Answer: A

Question: 91

The sales team at Cloud kicks Cloud has roughly 100 members. The sales director has requested that newly created reports be shared with the sales team.

How should the consultant efficiently share these reports?
A. Create a report folder, add members in a specific profile, and share the Report folder.
B. Create a report folder, add members in a specific Role, and share the Report folder.
C. Create a report folder, add members to a Private Group, and share the Report folder.
D. Create a report folder, add members in a specific Queue, and share the Report folder.

Answer: B

Question: 92

The sales director of retail products at Cloud Kicks wants to allow cloning of orders to help sales reps process repetitive orders.

What are two guidelines to consider when cloning an order with products? Choose 2 answers
A. A new order’s currency or price book will remain the same If the original order has products.
B. The admin will be able to set up which fields can be cloned to a new order.
C. A cloned order must be associated with the same contract as the original order.
D. A cloned order’s start date must fall between the associated contract’s start and end dates.

Answer: A,D

Question: 93

Universal Containers has implemented Salesforce for all of its sales associates. All Sales associates are required to select the win or loss status every dosed Opportunity. Managers like to measure the win ratio for all of the sales associates.

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

Answer: A

Question: 94

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

Which solution should the consultant recommend to meet the requirement?
A. Enable schedules on the Product object.
B. Activate schedules on the Opportunity object.
C. Implement contracts with a lookup to the Opportunity object.
D. Configure assets with a lookup to the Opportunity object.

Answer: A

Question: 95

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

Which Salesforce feature should the consultant recommend to meet these requirements?
A. Use a junction object between Accounts and Contacts.
B. Use the Contacts to Multiple Accounts feature.
C. Create a custom lookup from Accounts to Contacts.
D. Create a reverse lookup from Contacts to Accounts.

Answer: B

Question: 96

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

Which solution should the consultant recommend?
A. Sharing Rules
B. Territory Management
C. Account Teams
D. Sales Cloud Einstein

Answer: B

Question: 97

Cloud Kicks has organization-wide defaults set to Private for Account.

With the rollout of Opportunity Teams, what should a consultant consider?
A. The Opportunity will be implicitly Write for the team,
B. Opportunity should be set to Public Read/Write first.
C. Account should be set to Public Read first.
D. The Opportunity’s Account will be implicitly Read for the team.

Answer: D

Question: 98

Cloud Kicks has 300,000 account records and 16 million invoices In a custom object with a master-detail relationship to the Account. Each account record takes a long time to display due to the rendering time of the invoice related list.

What should the consultant do to solve this issue?

A. Enable Collapsible Sections for the Invoice related list
B. Move the invoice related list to a separate tab on the Lightning page.
C. Convert the Invoice object into a lookup relationship.
D. Enable indexing on all visible fields on the invoice related list.

Answer: C

Question: 99

Universal Containers is realigning sales territories and needs to update ownership across its 400,000 accounts. The organization-wide default for Accounts is Private.

Which two factors should the consultant consider when updating the sales territories and Account owners? Choose 2 answers
A. The organization-wide default should be set to Public before the update can be performed.
B. The Salesforce Platform can update up to 200 accounts at a time.
C. The data update will cause sharing recalculations and should be completed during off-peak hours.
D. The team can defer sharing calculations to decrease the risk of lock errors during the data update.

Answer: A,D

Question: 100

The sales director at Cloud Kicks wants to enable Person Accounts in its org. The sales director asked a consultant to evaluate the solution and present it to the sales team.

What should the consultant consider when evaluating Person Accounts?
A. Enabling the Person Accounts feature is Irreversible.
B. Enabling Person Accounts requires a Public Read/Write sharing model
C. Person Account records only count toward Account storage.
D. The Person Account object must have at least two record types.

Answer: A

Question: 101

Which of the following does NOT relate to the Orange County case?
A. Where there are excess rewards, there must be risks
B. The Know Your Customer rule
C. Strategies that are not possible to explain to third parties should not be employed by the risk averse
D. Fractured organisational structure and poor risk oversight mechanism make it easy for powerful individuals to hide risk in the gaps

Answer: B

Question: 102

Sales directors at Northern Trail Outfitters (NTO) cannot see or update their teams' forecasts. Sales representatives are constantly asked to provide the directors with their updated forecast information.

Which two methods should NTO use to correct how forecasts are managed? (Choose two.)
A. Create forecast Chatter groups where sales representatives can post and share their forecasts.
B. Configure weekly customized forecast reports and dashboards to be emailed to sales management.
C. Enable override forecast permission in the Manager's profile.
D. Create a forecast hierarchy and assign managers to the forecast manager role.

Answer: CD

Question: 103

Universal Containers is moving from a legacy customer relationship management (CRM) system to Salesforce Sales Cloud.

What should a 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 IT management to understand their requirements.
C. Review the current system with executive management to understand their requirements.
D. Review the current system and configure Sales Cloud to work in the same way.

Answer: A

Question: 104

Sales directors at Northern Trail Outfitters (NTO) need access to edit opportunity fields in the case of last minute updates once the sales stage reaches Negotiation/Review; however, sales representatives should not have editing rights at that stage.

Which solution should the consultant advise?
A. Create a workflow rule to enable field access for sales directors based on the sales stage.
B. Change the field-level security for sales representatives to restrict field access based on the sales stage.
C. Create a validation rule to enforce field access based on the sales stage and a custom permission.
D. Modify the profile for sales directors to enable the "Modify All" object permission for opportunities.

Answer: C

Question: 105

Universal Containers wants to capture business sector information on a lead and display the information on the account and contact once the lead has been converted.

How can these requirements be met?
A. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversion. Create a custom formula field on the Account object to pull the value from the Contact object.
B. Create a custom field on the Lead and Account objects. 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, Account, and Contact objects and configure mapping of these two fields for conversion. Use a trigger to update the Contact field with the Account value.
D. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversion. Create a custom formula field on the Contact object to pull the value from the Account object.

Answer: D

Question: 106

The sales management team at Northern Trail Outfitters (NTO) wants to analyze how the sales funnel is changing throughout the month. NTO wants to store the details of open opportunities weekly, and forecasts and closes business monthly.

What should be recommended?
A. Schedule a custom forecast report to run weekly and store the results in a custom report folder.
B. Create a reporting snapshot to run weekly and store the results in a custom object.
C. Create a reporting snapshot to run daily and store the results in a custom object.
D. Schedule a custom forecast report to run daily and store the results in a custom report folder.

Answer: B

Question: 107

Universal Containers has set the organization-wide default to public read-only for accounts, contacts, and opportunities. Activities are set to be controlled by the parent. The ABC Corporation account is owned by a sales user whose profile grants create, read, edit, and delete access to accounts, contacts, and opportunities.

Which two actions does the owner of the ABC Corporation account have the right to take? (Choose two.)
A. Transfer ownership of related contacts and opportunities owned by other users.
B. View, edit, and delete activities owned by other users directly related to the account.
C. Share the account with other users through manual sharing and account teams.
D. View, edit, and delete related contacts and opportunities owned by other users.

Answer: BC

Question: 108

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 an opportunity.

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

Answer: B

Question: 109

Northern Trail Outfitters (NTO) has over 20,000 Accounts and 75,000 Contacts. NTO wants to ensure the customer data is accurate and that the customers are still currently at their respective companies.

How can this be confirmed?
A. Use a data enrichment tool to verify account and contact data is up-to-date.
B. Create a workflow rule to mass email the contacts and capture any email bounces.
C. Create a workflow rule for the account and contact owner to confirm contact data.
D. Use a data cleansing tool and the Stay-in-Touch feature of Salesforce to email contacts.

Answer: D

Question: 110

Universal Containers has automated the process of creating new account records in Salesforce. All account records created through this process are owned by a generic user. There are now two million account records that have been created in this manner. Universal Containers is now seeing performance issues when it makes any changes to account sharing rules.

What can Universal Containers do to address the issue without changing its integration?
A. Ensure that the generic user has NOT been assigned to a role.
B. Ensure that the generic user has the Modify All Data permission.
C. Contact Salesforce support to add an index to the account object.
D. Set the organization-wide defaults for accounts to public read/write.

Answer: A

Question: 111

Northern Trail Outfitters (NTO) wants to boost the importance of its sales stages and their role in NTO's sales methodology; they also want to enhance the precision of their sales forecast.

How should the steps in the sales process be mapped so NTO's requirements are met?
A. Map opportunity stages to forecast categories; assign accurate probability to each stage.
B. Map forecast probability to opportunity probability; assign appropriate sales stage.
C. Map appropriate sales stage to opportunity stage; assign accurate forecast probability.
D. Map sales probability values to forecast categories; assign sales stages accurate percentages.

Answer: A

Question: 112

The members of an opportunity team at Universal Containers are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the active quote.

How can the sales engineer identify the opportunity’s active quote?
A. Reference the last modified date on the quotes.
B. Reference the synced quote field on the opportunity record.
C. Reference synced quote history on the opportunity.
D. Follow the opportunity’s quotes in Chatter.

Answer: B

Question: 113

The sales management team of Universal Containers has noticed that opportunities are taking longer to close.

Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days.

Which two reporting tools can the sales management team leverage to help determine the cause? (Choose two.)
A. Dashboard of month-over-month trend of lead conversions
B. Report on campaign return on investment (ROI)
C. Report on the discount approval time for quotes
D. Dashboard of opportunity stage duration

Answer: CD

Question: 114

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

Answer: AB

Question: 115

Universal Containers is planning to implement Salesforce Sales Cloud to support its professional services division. The Universal Containers sales team wants to easily see customer purchasing activity on account, contact, and contract detail pages.

What should a consultant recommend to meet this requirement?
A. Enable Salesforce Console for Sales to see customer purchasing activity.
B. Create a custom object related to the account, contact, and contract objects.
C. Enable the Orders object in Salesforce to track customer purchases.
D. Create a global publisher action to view all customer purchasing activity.

Answer: C

Question: 116

Northern Trail Outfitters (NTO) has a multi-step selling process; every sales stage coincides with a step in this process. The first step is preliminary qualification in which opportunities should not contribute to NTO's forecast.

Which two methods should be used to ensure these conditions are met? (Choose two.)
A. Instruct sales users to enter $0 for the opportunity amount.
B. Configure the first stage with the omitted forecast category.
C. Override the forecast to be $0 for first stage opportunities.
D. Assign 0% probability to the first sales stage.

Answer: BD

Question: 117

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
B. My team-selling and my opportunities
C. My collaborative opportunities
D. My team-selling shared opportunities

Answer: B

Question: 118

Northern Trail Outfitters is migrating from its legacy campaign and email management system to Salesforce and wants to ensure that its email templates are retained.

What should be recommended for a successful migration?
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: B

Question: 119

A consultant is recommending Salesforce Console for Sales to Northern Trail Outfitters to improve sales productivity in inside sales.

Which two use cases support this recommendation? (Choose two.)
A. Need to chat with customers in real time with Chatter
B. Need to prioritize search results for contacts and opportunities
C. Need to view the caller ID on screen and quickly make calls with one click
D. Need to add notes quickly while talking to the client

Answer: CD

Question: 120

Universal Containers wants to implement a sales methodology that focuses on identifying customer's challenges and addressing them with its offerings.

Which sales methodology is described above?
A. Direct selling
B. Solution selling
C. Target account selling
D. Relationship selling

Answer: B

Question: 121

What should a consultant recommend to show a dashboard with forecast by product family with quotas?
A. Build a joined report with closed opportunities, forecasting items, and quotas.
B. Create an analytic snapshot to capture the opportunity forecast.
C. Customize quotas with product report, and add necessary fields.
D. Build a custom report type with forecasting quotas and forecasting items.

Answer: B

Question: 122

Universal Containers supports two lines of business: shipping and freight. The sales cycle for freight deals is more complex and involves more stages than the shipping sales cycle.

Which solution should a consultant recommend to meet these business requirements?
A. Create different record types and sales processes for each line of business, and use workflow field updates to assign stages.
B. Create different record types and sales processes for each line of business, and assign different stages to each page layout.
C. Create different record types and sales processes for each line of business, and assign different page layouts to each record type.
D. Create different record types and sales processes for each line of business, and assign different sales processes to each page layout.

Answer: C

Question: 123

Northern Trail Outfitters (NTO) uses channel partners for selling and servicing its products. As volume of leads has increased, NTO has noticed a decrease in satisfaction from partners on the quality of leads and a noticeable decrease in the lead conversion rate.

What should the consultant suggest in order to increase 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 a custom lead score field to assess lead quality and assign the leads that exceed this score to partners.
C. Create multiple validation rules to ensure that all fields on the lead record are populated with data.
D. Assign all leads to the partner channel manager to validate the lead data and manually assign to partners.

Answer: B

Question: 124

Universal Containers uses a custom object named “Analysis”, which is the child in a master-detail relationship with the Opportunity object. Sales teams use this object to create requests for supporting research. Sales teams use the Salesforce Mobile App and want to easily create new Analysis records from their phones.

What should a consultant recommend to meet this requirement?
A. Create a custom object tab.
B. Create an Action.
C. Create a Visualforce page.
D. Create a related list button.

Answer: A

Question: 125

A salesperson at Northern Trail Outfitters (NTO) cannot view a contact’s information from social profiles. NTO has Social Accounts and Contacts turned on in its account.

Why is the salesperson unable to access the information?
A. Universal Containers must install an APP Exchange package to access public profile information for its users.
B. The fields configured by Universal Containers’ administrator on the contact page layout are missing.
C. The information shown is based on the sales representative’s social connection with the contact.
D. – The link to the Facebook profile is NOT configured with the administrator password to access detailed information.

Answer: C

Question: 126

Northern Trail Outfitters (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. Emailed to the sales team on the opportunity record
B. Uploaded to a library that is shared with the field sales organization
C. Uploaded to Salesforce Files and shared with the field sales organization
D. Uploaded to Salesforce Files from the opportunity record

Answer: C

Question: 127

How is the campaign influence for opportunities impacted when a contact is associated to an opportunity in a contact role, if the influence timeframe for a campaign is 60 days?
A. All campaigns created within the last 60 days will be added to the campaign influence related list.
B. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list.
C. All contacts associated with campaigns will be added to the campaign influence related list.
D. Campaigns in which a contact became a member within the last 60 days will be associated and displayed in Campaigns with Influenced Opportunities Report.

Answer: D

Question: 128

A consultant needs to migrate data in Sales Cloud and is considering using Data Loader.

What are two capabilities of this migration tool? (Choose two.)
A. Extract organization and configuration data
B. Prevent importing duplicate records
C. Run one-time or scheduled data loads
D. Export field history data

Answer: CD

Question: 129

A lead sharing rule has been defined so that leads owned by the record owner are shared with the public group called "Sales team."

Who will have access to these records, assuming that a private sharing model is in place on these objects and there are no sharing rules defined for those objects, when the lead is converted to an account, contact, and opportunity?
A. The record owner, all members of the public group, a public group called "Sales team," and anyone above any group member in the role hierarchy will be able to access the three records.
B. The record owner, all members of the public group, and a group called "Sales team" will be able to access the three records.
C. The record owner will be the only person who is able to access the account, contact, and opportunity records.

D. The record owner and anyone above the record owner in the role hierarchy will be able to access the three records.

Answer: D

Question: 130

Universal Containers wants to implement a website for a new product launch. The site should be publicly available, allow visitors to submit requests for information, and be managed by the non-technical marketing team.

Which solution should the consultant recommend?
A. Customer Community
B. Lightning Platform
C. Lightning Components
D. Salesforce Mobile Sites

Answer: A

Question: 131

Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption of the new solution.

Which three Sales Cloud deployment factors should be considered to help ensure adoption? (Choose three.)
A. Maintenance release schedule
B. Management communications
C. Sales rep quota targets
D. Type of training delivered
E. Training in local language

Answer: BDE

Question: 132

Sales representatives at Northern Trail Outfitters are creating opportunities after they are closed/won. Sales management is concerned that pipeline and forecasting reports are inaccurate because of this.

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

Answer: AC

Question: 133

Which two actions can a consultant take during the project planning phase to ensure client stakeholder goals are met? (Choose two.)
A. Create scheduled dashboard to be sent weekly to all stakeholders.
B. Establish a stakeholder committee and meeting schedule.
C. Ensure the project key performance indicators are profitable.
D. Acquire the client stakeholder's key performance indicators.

Answer: BD

Question: 134

Resellers for Universal Containers need access to reports in the Partner Communities to help manage their opportunities.

How should Salesforce be configured to give resellers the correct level of access to reports?
A. Create the appropriate list views and report folders, and share with all partner users.
B. Create a Chatter group that allows partners to post links to appropriate list views and reports.
C. Create the appropriate list views and report folders in the Partner Communities for all partner users.
D. Create a new tab in the Partner Communities to display the appropriate list views and report folders.

Answer: C

Question: 135

Management at Northern Trail Outfitters wants to see forecast numbers by all sales representatives and by multiple product groups.

Which two actions should a consultant recommend to meet these requirements? (Choose two.)
A. Build a custom forecast report showing product groups.
B. Implement Collaborative Forecasting with quota attainment.
C. Build a forecast list view by product family group.
D. Implement Collaborative Forecasting with product family.

Answer: BD

Question: 136

Northern Trail Outfitters has Advanced Currency Management enabled and needs reports that span time periods when the exchange rate was different.

What is the converted amount based on in this scenario?
A. On exchange rates that use the oldest entry
B. On the exchange rates entered in the opportunity
C. On exchange rates that use the most current entry
D. On the historical exchange rate associated with the close date

Answer: D

Question: 137

Northern Trail Outfitters gains sales leads at its annual trade show. Duplicate leads are generated when they are imported and already exist in the system.

What should be done to address the issue with duplicate leads?
A. Upload the leads to Data.com to remove the duplicates and select the option to have them automatically imported.
B. Upload the leads and click the "Find Duplicates" button for each of the leads to identify potential duplicate lead records.
C. Upload the leads using Data Loader and enable the "Find Duplicates" setting to prevent duplicate records.
D. Upload the leads using the Data Import Wizard and select the appropriate field to match duplicates against existing records.

Answer: D

Question: 138

Northern Trail Outfitters allows its sales representatives to negotiate up to a 10% discount for their opportunities. Discounts greater than 10% must be sent to their Regional Sales Manager (RSM) for approval. Discounts greater than 15% must also be sent to the Regional Vice President (RVP) for approval.

Which approach would satisfy these requirements?
A. Configure an approval process for the RSM and a workflow rule for the RV
C. Configure a workflow approval task and email to notify the RSM and RV
E. Create a two-step approval process for the RSM and RVP as approvers.
F. Create two approval processes, one for the RSM and one for the RV

Answer: C

Question: 139

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

Answer: C

Question: 140

The shipping department at Universal Containers is responsible for sending product samples as part of the sales process. When an opportunity moves to the “sampling” stage, Universal Containers wants an automatic email sent to the shipping department listing the products on the opportunity.

How can this requirement be met using a workflow email?
A. Create it on the opportunity using a Visualforce 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 an HTML email template.

Answer: A

Question: 141

A sales representative at Northern Trail Outfitters needs to securely send confidential product roadmap information to a premier customer.

Which two steps should be taken to send this information using content delivery? (Choose two.)
A. Require the customer to enter a security token to download the content.
B. Remove access to the content after a specified date.
C. Require the recipient to log into Salesforce to access the content.
D. Require the customer to enter a password to view the content.

Answer: BD

Question: 142

Sales management at Universal Containers wants product managers to become more involved with sales deals that are being delayed in the negotiation stage of the sales process. Product managers need to understand the details of specific sales deals, and address product capability and roadmap questions with customers.

Which two solutions should a consultant recommend to help product managers engage in sales deals? (Choose two.)
A. Use Process Builder to create a chatter post.
B. Use an assignment rule to notify product managers when opportunities are updated.
C. Add the opportunity team, product managers, and customers to libraries containing files relevant to sales deals.
D. Create a Chatter group to share product information with the sales team, product managers, and customers.

Answer: AD

Question: 143

Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant product’s sales process.

Which two solutions should a consultant recommend to meet these requirements? (Choose two.)
A. Create sales stages that align with opportunity record types.
B. Define the default opportunity teams for each opportunity record type.

C. Configure opportunity record types for each sales process.
D. Define sales processes to map to each opportunity record type.

Answer: AD

Question: 144

Channel sales representatives at Northern Trail Outfitters (NTO) need to push pre-qualified leads to their partners. Partners need the ability to access and update the leads assigned to them. To meet this requirement, NTO plans to implement lead management functionality.

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

Answer: D

Question: 145

Northern Trail Outfitters uses a third-party application for credit ratings. An external web-based credit application has to be launched from a customer's account record in Salesforce. The application uses a credit ID on the account object.

What should be created to meet this requirement?
A. A workflow rule to launch the product fulfillment application and pass the credit ID
B. A custom button that calls an Apex trigger to launch the credit application and pass the credit ID
C. A custom credit ID field as an external ID on the account to launch the credit application and pass the credit ID
D. A formula field that uses the hyperlink function to launch the credit application and pass the credit ID

Answer: D

Question: 146

Northern Trail Outfitters' Board of Directors thinks that sales user adoption should be calculated by the number of daily logins.

Which two measures of sales user adoption should be considered when implementing Sales Cloud? (Choose two.)
A. Number of reports exported to Excel for analysis
B. Number of neglected opportunities over time by role
C. Completeness of records entered into the new system
D. Overall effectiveness of mass email campaigns

Answer: BC

Question: 147

The sales management team at Northern Trail Outfitters (NTO) wants to analyze how the sales funnel is changing throughout the month. NTO wants to store the details of open opportunities weekly, and forecasts and closes business monthly.

What should be recommended?
A. Schedule a custom forecast report to run weekly and store the results in a custom report folder.
B. Create a reporting snapshot to run weekly and store the results in a custom object.
C. Create a reporting snapshot to run daily and store the results in a custom object.
D. Schedule a custom forecast report to run daily and store the results in a custom report folder.

Answer: B

Question: 148

What should a consultant recommend to show a dashboard with forecast by product family with quotas?
A. Build a joined report with closed opportunities, forecasting items, and quotas.
B. Create an analytic snapshot to capture the opportunity forecast.
C. Customize quotas with product report, and add necessary fields.
D. Build a custom report type with forecasting quotas and forecasting items.

Answer: B

Question: 149

Universal Containers wants to implement a website for a new product launch. The site should be publicly available, allow visitors to submit requests for information, and be managed by the non-technical marketing team.

Which solution should the consultant recommend?
A. Customer Community
B. Lightning Platform
C. Lightning Components
D. Salesforce Mobile Sites

Answer: A

Question: 150

Management at Northern Trail Outfitters wants to see forecast numbers by all sales representatives and by multiple product groups.

Which two actions should a consultant recommend to meet these requirements? (Choose two.)
A. Build a custom forecast report showing product groups.
B. Implement Collaborative Forecasting with quota attainment.
C. Build a forecast list view by product family group.
D. Implement Collaborative Forecasting with product family.

Answer: BD

Question: 151

Universal Containers wants to implement a sales methodology that focuses on identifying customer’s challenges and addressing them with its offerings.

Which sales methodology is described above?
A. Direct selling
B. Solution selling
C. Target account selling
D. Relationship selling

Answer: B

Question: 152

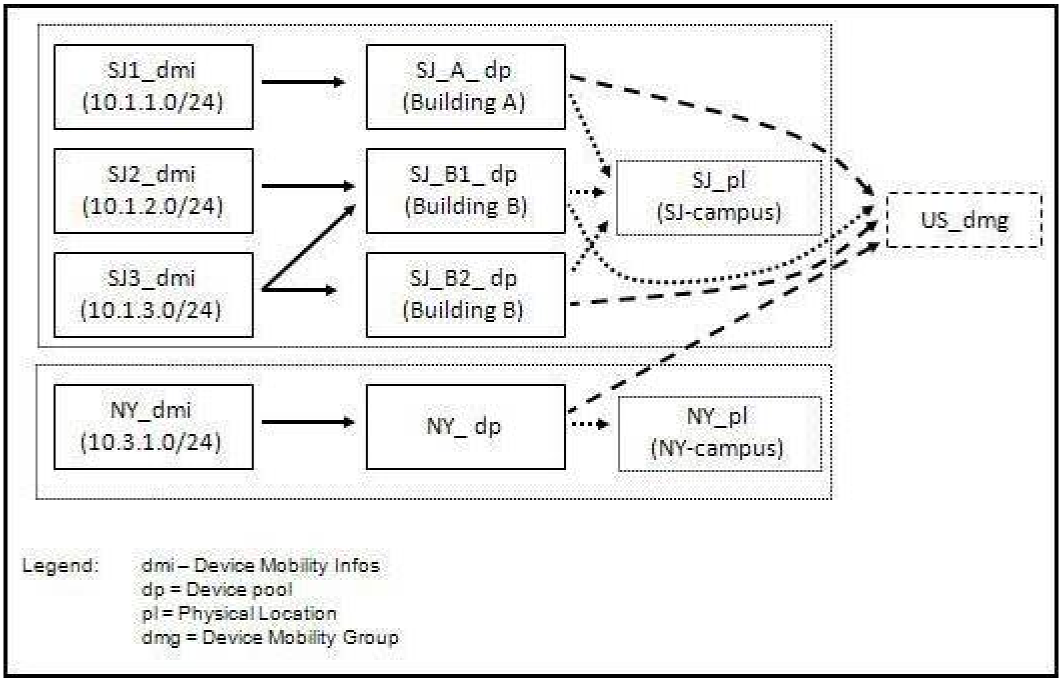
Universal Containers is planning to implement Salesforce Sales Cloud to support its professional services division. The Universal Containers sales team wants to easily see customer purchasing activity on account, contact, and contract detail pages.

What should a consultant recommend to meet this requirement?
A. Enable Salesforce Console for Sales to see customer purchasing activity.
B. Create a custom object related to the account, contact, and contract objects.
C. Enable the Orders object in Salesforce to track customer purchases.
D. Create a global publisher action to view all customer purchasing activity.

Answer: C

Question: 153

Refer to the exhibit.



If an IP phone in San Jose roams to New York, which two IP phone settings will be modified by Device Mobility so that the phone can place and receive calls in New York? (Choose two.)
A. The physical locations are not different, so the configuration of the phone is not modified.
B. The physical locations are different, so the roaming-sensitive parameters of the roaming device pool are applied.
C. The device mobility groups are the same, so the Device Mobility-related settings are applied in addition to the roaming-sensitive parameters.
D. The Device Mobility information is associated with one or more device pools other than the home device pool of the phone, so one of the associated device pools is chosen based on a round-robin load-sharing algorithm.
E. The Device Mobility information is associated with the home device pool of the phone, so the phone is considered to be in its home location. Device Mobility will reconfigure the roaming-sensitive settings of the phone.

Answer: BC

Question: 154

What is the correct routing match to reach 172.16.1.5/32?
A. 172.16.1.0/26
B. 172.16.1.0/25
C. 172.16.1.0/24
D. the default route

Answer: A

Question: 155

A consultant is recommending Salesforce Console for Sales to Northern Trail Outfitters to improve sales productivity in inside sales.

Which two use cases support this recommendation? (Choose two.)
A. Need to chat with customers in real time with Chatter

B. Need to prioritize search results for contacts and opportunities
C. Need to view the caller ID on screen and quickly make calls with one click
D. Need to add notes quickly while talking to the client

Answer: CD

Question: 156

Northern Trail Outfitters uses a third-party application for credit ratings. An external web-based credit application has to be launched from a customer's account record in Salesforce. The application uses a credit ID on the account object.

What should be created to meet this requirement?
A. A workflow rule to launch the product fulfillment application and pass the credit ID
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C. A custom credit ID field as an external ID on the account to launch the credit application and pass the credit ID
D. A formula field that uses the hyperlink function to launch the credit application and pass the credit ID

Answer: D

Question: 157

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C. Add the opportunity team, product managers, and customers to libraries containing files relevant to sales deals.
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B. Upload the leads and click the "Find Duplicates" button for each of the leads to identify potential duplicate lead records.
C. Upload the leads using Data Loader and enable the "Find Duplicates" setting to prevent duplicate records.
D. Upload the leads using the Data Import Wizard and select the appropriate field to match duplicates against existing records.

Answer: D

Question: 159

Universal Containers wants to capture business sector information on a lead and display the information on the account and contact once the lead has been converted.

How can these requirements be met?
A. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversion. Create a custom formula field on the Account object to pull the value from the Contact object.
B. Create a custom field on the Lead and Account objects. 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, Account, and Contact objects and configure mapping of these two fields for conversion. Use a trigger to update the Contact field with the Account value.
D. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversion. Create a custom formula field on the Contact object to pull the value from the Account object.

Answer: D

Question: 160

The sales management team of Universal Containers has noticed that opportunities are taking longer to close.

Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days.

Which two reporting tools can the sales management team leverage to help determine the cause? (Choose two.)
A. Dashboard of month-over-month trend of lead conversions
B. Report on campaign return on investment (ROI)
C. Report on the discount approval time for quotes
D. Dashboard of opportunity stage duration

Answer: CD

Question: 161

Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption of the new solution.

Which three Sales Cloud deployment factors should be considered to help ensure adoption? (Choose three.)
A. Maintenance release schedule
B. Management communications
C. Sales rep quota targets
D. Type of training delivered
E. Training in local language

Answer: BDE

Question: 162

A consultant needs to migrate data in Sales Cloud and is considering using Data Loader.

What are two capabilities of this migration tool? (Choose two.)
A. Extract organization and configuration data
B. Prevent importing duplicate records
C. Run one-time or scheduled data loads
D. Export field history data

Answer: CD

Question: 163

Northern Trail Outfitters has Advanced Currency Management enabled and needs reports that span time periods when the exchange rate was different.

What is the converted amount based on in this scenario?
A. On exchange rates that use the oldest entry
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C. On exchange rates that use the most current entry
D. On the historical exchange rate associated with the close date

Answer: D

SAMPLE QUESTIONS

*These questions are for demo purpose only. **Full version** is up to date and contains actual questions and answers.*

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