

Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

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NEW QUESTION 1

- (Exam Topic 1)

Universal Containers needs to provide contact center agents with access to a customer's payment history if the call concerns a billing problem. The following considerations need to be taken into account:

- Billing problems account for less than 5% of calls.
- Billing data is stored in an external system containing over 20 million records.
- Agents do not want to maintain separate login sessions for Salesforce and the billing system. Which two solutions should a consultant recommend? Choose 2 answers

- A. Use Lightning Connect to connect and access data in real-time from the billing system.
- B. Import payment data into Salesforce and add to the contact page layout as a related list.
- C. Create a Visualforce page that retrieves payment information via a Web Service call-out.
- D. Create a custom tab of type URL that displays a search page from the billing system.

Answer: CD

NEW QUESTION 2

- (Exam Topic 1)

Universal Containers wants to implement Knowledge to assist agents with the resolution of cases. Which three recommendations should a consultant make to meet this requirement? Choose 3 answers

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

Answer: CDE

NEW QUESTION 3

- (Exam Topic 1)

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

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

Answer: CD

NEW QUESTION 4

- (Exam Topic 1)

How can a Contact Center Manager see which Service Representatives have not accepted new Cases recently using the Lightning Service Console?

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

Answer: D

NEW QUESTION 5

- (Exam Topic 4)

Universal Containers has a private sharing model for accounts and opportunities. As part of its sales strategy, each sales representative collaborates with the same set of individuals for each opportunity.

What should a consultant recommend to grant sales representatives the appropriate access to an opportunity?

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

Answer: D

NEW QUESTION 6

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 7

- (Exam Topic 4)

UC implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners. How can this be accomplished?

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

Answer: A

NEW QUESTION 8

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 9

- (Exam Topic 4)

Cloud Kicks has started its operations in Europe in addition to the U.S. The company has enabled advanced currency management to support both EUR and USD.

Cloud Kicks also has existing roll-up summary fields.

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

Answer: A

NEW QUESTION 10

- (Exam Topic 4)

The Sales Director at Cloud Kicks mandated that implementing logic and automation to qualify top leads is priority. Cloud Kicks fully leverages Sales Cloud and has significant data points captured on converted Leads and closed won Opportunities for the past four years.

Which two actions can the Consultant first take to ensure a best practices implementation? Choose 2 answers

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

Answer: BC

NEW QUESTION 10

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 15

- (Exam Topic 3)

Who would be interested in the "Top 10 Reasons Deals Were Lost" report?

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

Answer: A

NEW QUESTION 18

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 20

- (Exam Topic 4)

Universal Containers purchased Knowledge and would like to implement it as soon as possible. What approach should a consultant recommend?

- A. Create a Knowledge Visualforce component on the case detail page
- B. Create a Knowledge Visualforce component within the Salesforce Console for Service
- C. Activate Knowledge One on the case detail page
- D. Activate Knowledge One within the Salesforce Console for Service

Answer: D

NEW QUESTION 24

- (Exam Topic 3)

Which pair of reports is best associated with the business driver "Build a strong pipeline"?

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

Answer: C

NEW QUESTION 28

- (Exam Topic 3)

Competitor is beating us out of deals. Where to track competitor product info?

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

Answer: A

NEW QUESTION 31

- (Exam Topic 3)

Which option best identifies with the Chatter Profile Page?

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

Answer: B

NEW QUESTION 36

- (Exam Topic 3)

When the billing address on an account is changed, the mailing address of all related contact records should be updated to reflect the new address. How can this requirement be met?

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

Answer: C

NEW QUESTION 41

- (Exam Topic 3)

What are the factors that influence sales metrics drive KPI's and form key business challenges?

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

Answer: A

NEW QUESTION 46

- (Exam Topic 3)

Import 100 leads/mo – need to prevent dups.

- A. Import using import wizard
- B. Run script in external DB to identify dups.
- C. Import leads & use global search to identify dups.
- D. Export existing leads using a report & scrub prior to re-import

Answer: A

NEW QUESTION 48

- (Exam Topic 3)

Which of the following is a typical challenge for a sales organization? (Select all that apply)

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

Answer: ACD

NEW QUESTION 52

- (Exam Topic 3)

Which system would a contact center integrate with in order to provide field service agents with information needed to provide service at customer sites?

- A. Telephony
- B. Order Fulfillment
- C. Enterprise Resource Planning (ERP)
- D. Marketing

Answer: C

NEW QUESTION 56

- (Exam Topic 3)

Arrange the steps to view record related lists in the correct order (using Salesforce Classic).

- A. Open the record or highlight it in the view
- B. Open the menu to display the group of objects associated with the selected record
- C. Select the required type of related records from the displayed objects

Answer: ABC

NEW QUESTION 61

- (Exam Topic 3)

Which pair of reports is best associated with the business driver "Manage the Funnel"?

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

Answer: B

NEW QUESTION 65

- (Exam Topic 3)

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

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

Answer: BCEF

NEW QUESTION 67

- (Exam Topic 3)

Which task should be included in a business continuity plan for a contact center? (There are three correct answers.)

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

Answer: ACE

NEW QUESTION 68

- (Exam Topic 3)

How do you ensure that products can't be removed from an opportunity after it reaches a certain stage? Choose 2 answers:

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

Answer: AD

NEW QUESTION 73

- (Exam Topic 3)

The native mass email functionality is not recommended for marketing.

- A. True
- B. False

Answer: A

NEW QUESTION 77

- (Exam Topic 3)

Which of the following descriptions best describe Data.com?

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

Answer: E

NEW QUESTION 80

- (Exam Topic 3)

Planning an implementation – what should be included in end user support plan – choose 2 answers:

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

Answer: AB

NEW QUESTION 81

- (Exam Topic 3)

Territory Mgt (why use it?) – choose 3 answers:

- A. Sales commissions
- B. Currency reconciliation
- C. Data access rules for accounts & opportunities
- D. Assigning accounts to territories
- E. Alignment of overlay sales teams

Answer: CDE

NEW QUESTION 84

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Data Valid action" ?

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

Answer: B

NEW QUESTION 86

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Workflow/Approvals" ?

- A. Ensures that we are tracking our progress towards the desired states.

- B. Enforces the business process.
- C. Identifies key stakeholders from the buy side.
- D. Makes sure we recognize those involved in the sales process.
- E. Allows to better automate the sales methodology.
- F. Determines the sales stages of an organization

Answer: E

NEW QUESTION 88

- (Exam Topic 3)

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

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

Answer: ABC

NEW QUESTION 93

- (Exam Topic 3)

How many additions do you use to clean a record with Data.com?

- A. 5
- B. 12
- C. 1

Answer: D

NEW QUESTION 97

- (Exam Topic 3)

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

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

Answer: B

NEW QUESTION 99

- (Exam Topic 2)

Your org-wide defaults for access rights to Price Books are set to "Use", but only Sales Reps should have access to Price Books. What should be your first step?

- A. Change the org-wide default setting to "No Access"
- B. Change the org-wide default setting to "View Only"
- C. Leave the org-wide default setting, but change the Sales Reps' access rights
- D. Change the Sales Reps' access rights to "Use"

Answer: A

NEW QUESTION 101

- (Exam Topic 2)

Sales Rep Phil Smith has an opportunity for \$50,000 in the Commit stage. Which aggregates on Phil's forecast will include this amount? (Select all that apply)

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

Answer: ABC

NEW QUESTION 103

- (Exam Topic 2)

What are some common security challenges? (Select all that apply)

- A. Consultants have different beliefs about the optimal level of security for clients
- B. Different industries require and follow different security models
- C. Marketing and sales organizations differ on how they access contacts.
- D. Salesforce users must have access to the right records and only see relevant data.

Answer: BCD

NEW QUESTION 104

- (Exam Topic 2)

The quotes syncing process synchronizes updates between:

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

Answer: C

NEW QUESTION 106

- (Exam Topic 2)

For optimal usability and adoption, a solution must do what. (Select all that apply)

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

Answer: ABCF

NEW QUESTION 108

- (Exam Topic 2)

How can end users work with Salesforce for Outlook? (Select all that apply)

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

Answer: CD

NEW QUESTION 110

- (Exam Topic 2)

Customizable Forecasting must be enabled by salesforce.com support.

- A. True
- B. False

Answer: B

NEW QUESTION 115

- (Exam Topic 2)

Match the following loading option to the description of when to use it. "Import Wizard"

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

Answer: B

NEW QUESTION 118

- (Exam Topic 2)

How do you create a new quote for a customer?

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

Answer: C

NEW QUESTION 121

- (Exam Topic 2)

Which of the following stage should be matched with the Forecast Category "Commit"?

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

Answer: C

NEW QUESTION 125

- (Exam Topic 2)

Place the following steps in the correct order to set up Salesforce for Outlook:

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

Answer: ABCD

NEW QUESTION 126

- (Exam Topic 2)

Why are profiles important when managing security of records? (Select all that apply)

- A. Profiles allow users Read permission onl
- B. To allow Create, Edit, or Delete permissions, an admin must change the default setting.
- C. When custom applications are installed or created, you can manage access at the profile leve
- D. Profiles define a user's permission to perform different functions within Salesforce.
- E. Profiles manage data visibility based on where users are placed

Answer: BC

NEW QUESTION 131

- (Exam Topic 2)

Your company has decided they want to track payment and deliveries for their products and services. Place the steps in order:

- A. Set up default schedules for any products that involve regular payments or delivery.
- B. Do not set up default schedules for products that involve payments or deliveries that are unique to each opportunity.
- C. Enable Scheduling for all products.

Answer: ABC

NEW QUESTION 133

- (Exam Topic 2)

You have an Opportunity in the Value Proposition stage, for an amount of \$1,000 that has a 50% Probability of closing. If all goes well, and this Opportunity closes, how much revenue will be realized?

- A. \$1,000
- B. \$500
- C. \$750

Answer: A

NEW QUESTION 134

- (Exam Topic 2)

What is clean data?

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

Answer: A

NEW QUESTION 136

- (Exam Topic 2)

Why is it important to forecast sales?

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

Answer: B

NEW QUESTION 141

- (Exam Topic 2)

How many reports should you design for optimal usability?

- A. Five to seven reports per role
- B. As many as needed per role, without over whelming users

- C. The more the better, as long as you are using a clear naming convention
- D. Up to 10 reports per role

Answer: B

NEW QUESTION 142

- (Exam Topic 2)

The stage field is mapped to a value for the Forecast Category field and this can never be changed in an opportunity.

- A. True
- B. False

Answer: B

NEW QUESTION 145

- (Exam Topic 2)

Match the following loading option to the description of when to use it. "Manual Entry"

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

Answer: D

NEW QUESTION 148

- (Exam Topic 2)

Which of the following stage should be matched with the Forecast Category "Pipeline"?

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

Answer: A

NEW QUESTION 153

- (Exam Topic 2)

What does Salesforce usability mean?

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

Answer: D

NEW QUESTION 155

- (Exam Topic 2)

Which of the following steps accurately describe the process map in sales and marketing organizations?

- A. Lead generation, lead qualification, revenue management (forecasting)
- B. Lead generation, revenue management (forecasting), lead qualification
- C. Lead generation, lead qualification, opportunity conversion
- D. Lead generation and qualification, opportunity conversion, revenue management (fore casting)

Answer: A

NEW QUESTION 159

- (Exam Topic 1)

Support agents need to verify that customers are eligible to receive customer support before they can update the Which two objects are used to verify that a customer is entitled to receive support? Choose 2 answers

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

Answer: AC

NEW QUESTION 163

- (Exam Topic 1)

What are two design considerations for a Live Agent implementation? Choose 2 answers

- A. Chat Visitor Browser
- B. Chat Window Title
- C. Chat Character Limit
- D. Idle Connection Timeout

Answer: AD

NEW QUESTION 166

- (Exam Topic 1)

Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which three benefits can be expected from KCS adoption? Choose 3 answers

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

Answer: CDE

NEW QUESTION 169

- (Exam Topic 1)

A Contact Center Manager is implementing a new customer care program and wants to specifically measure customer loyalty. Which three measures satisfy this requirement? Choose 3 answers

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

Answer: ABD

NEW QUESTION 172

- (Exam Topic 1)

Which feature should a Consultant configure to allow global Service Reps to call customers from within the Lightning Service Console?

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

Answer: D

NEW QUESTION 177

- (Exam Topic 1)

Universal Containers wants to be able to assign Cases based on the same criteria they use for Live Agent chats. Which feature should a Consultant recommend?

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

Answer: B

NEW QUESTION 178

- (Exam Topic 1)

A company receives support requests through a variety of email addresses and web forms for different parts of the business. Which feature combination will ensure that cases are efficiently handled by the most appropriate representatives?

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

Answer: B

NEW QUESTION 181

- (Exam Topic 1)

A company is changing its case management system to Salesforce. All active accounts, contacts, and closed cases for the past 5 years must be migrated to Salesforce for go-live. Which approach should be used for the data migration?

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

Answer: D

NEW QUESTION 184

- (Exam Topic 1)

Which two capabilities of Lightning Knowledge ensure accurate content in Articles? Choose 2 answers

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

Answer: AC

NEW QUESTION 185

- (Exam Topic 1)

Universal Containers provides Customer Support for two separate business operations. The cases managed for each operation have different steps and fields. Which three features could be implemented to support this? Choose 3 answers

- A. Omni-Channel
- B. Page Layouts
- C. Record Types
- D. Support Processes
- E. Article Types

Answer: ACD

NEW QUESTION 190

- (Exam Topic 1)

A contact center manager wants to measure improvements to operations after the implementation of a new workforce management system. Which two metrics can be used to assess the success of the new workforce management system? Choose 2 answers

- A. Number of calls offered
- B. Agent utilization
- C. Quality monitoring score
- D. Schedule adherence

Answer: BD

NEW QUESTION 194

- (Exam Topic 4)

How would you design a solution to measure the success of the Sales Cloud at UP?

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

Answer: D

NEW QUESTION 198

- (Exam Topic 4)

What is a capability of Data Loader? Choose 2 answers.

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

Answer: BD

NEW QUESTION 201

- (Exam Topic 4)

UC collaborates with consulting partners on some of its opportunities. If a partner account is added to the partners related list on a customer opportunity, what is the impact?

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

Answer: A

NEW QUESTION 206

- (Exam Topic 4)

Universal Containers sells two product lines that each use a distinct selling methodology. Additionally, each product line captures different information that is used

to sell the products. What should a consultant recommend to support selling the two product lines?

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

Answer: D

NEW QUESTION 209

- (Exam Topic 4)

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

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

Answer: BD

NEW QUESTION 210

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 212

- (Exam Topic 4)

A sales manager for one of Cloud Kicks' sales territories is unable to see a forecast for the current quarter. What will resolve this problem?

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

Answer: D

NEW QUESTION 213

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 217

- (Exam Topic 4)

10 Cloud Kicks has an external ERP system which stores product order information. Cloud Kicks wants to view those..the Account record in real time. Which solution should the Consultant recommend?

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

Answer: B

NEW QUESTION 222

- (Exam Topic 4)

It is unclear how the money spent on marketing campaigns is helping Universal Containers grow its sales business. What is the best way for Universal Containers to capture a return on investment?

- A. Count the number of leads generated from each campaign.
- B. Determine the number of activities created by sales related to a campaign.

- C. Track the value of closed won opportunities generated by each campaign.
- D. Determine the number of opportunities generated by each campaign.

Answer: C

NEW QUESTION 226

- (Exam Topic 4)

Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities. What should a consultant recommend to meet this requirement?

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

Answer: A

NEW QUESTION 231

- (Exam Topic 4)

The members of an opportunity team at UC are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the most current quote. How can the sales engineer identify the opportunity's latest quote?

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

Answer: D

NEW QUESTION 234

- (Exam Topic 4)

The sales management at UC is reviewing the quality of leads generated from marketing campaigns. What information is available to assist with this type of analysis? Choose 2 answers:

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

Answer: AB

NEW QUESTION 238

- (Exam Topic 4)

The Universal Containers sales team would like to track product shipments for each of its customers. The shipment tracking information is currently available in a back-end system, which the company plans to integrate with Salesforce. Which objects are relevant for this integration?

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

Answer: C

NEW QUESTION 240

- (Exam Topic 4)

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

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

Answer: BD

NEW QUESTION 241

- (Exam Topic 4)

Nothern Trail outfitters (NTO) consumer business has grown to more than 500,00 contacts. NTO stores all individual consumer contacts under a single account called 'Consumer'. Mass updates are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. Which two actions should be recommended to improve performance?

- A. Remove the account assignment for all contacts
- B. Ensure that no single account has more than 10,000 contacts
- C. Enable person accounts and migrate the contact data

D. Add an index to the account field on the contact object

Answer: BC

NEW QUESTION 246

- (Exam Topic 4)

The shipping department at Universal Containers is responsible for sending product samples as part of the sales process, when an opportunity moves to the "sampling" stage, Universal Containers wants an automatic email sent to the shipping department listing the products on the opportunity. How can this requirement be met using a workflow email?

- A. Create it on the opportunity using an HTML email template.
- B. Create it on the opportunity product using a Visualforce email template.
- C. Create it on the opportunity product using an HTML email template.
- D. Create it on the opportunity using a Visualforce email template.

Answer: D

NEW QUESTION 251

- (Exam Topic 4)

Service Reps at Universal Containers complain that the Case Feed in the Lightning Service Console has too many entries and is hard to use. Which option should a Service Consultant recommend to improve the Case Feed usability?

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

Answer: C

NEW QUESTION 255

- (Exam Topic 4)

Universal Container wants to improve sales productivity in inside sales and it has been advised to consider Salesforce Console for sales. What use case will satisfy this requirement? Choose 2 answers

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

Answer: CD

NEW QUESTION 259

- (Exam Topic 4)

Universal containers has enabled Advanced Currency Management. How the converted amount data is reported on a report that spans time periods when the exchange rates was different.

- A. Converted amount are based on the historical exchange rate associated with the close date
- B. Converted amount are based on exchange rates that use the most current entry
- C. Converted amount are based on the exchange rates entered in the opportunity
- D. Converted amount are based on exchange rates that use the oldest entry

Answer: A

NEW QUESTION 264

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 266

- (Exam Topic 4)

What is the capability of Data.com Clean? (3 answers)

- A. Select account, contact, and lead records from a list, and clean them all at once
- B. Manually compare individual Salesforce records side by side with matched Data.com records, and update Salesforce records field by field
- C. Data.com can be used on both Normal and Person Accounts
- D. Accounts must be cleaned before cleaning Contacts, and Leads can either be cleaned before or after
- E. Configure and run automated Clean jobs to flag field value differences on Salesforce records, fill blank fields, overwrite field values

Answer: ABE

NEW QUESTION 270

- (Exam Topic 4)

During the planning stage of a project, what customer information should be required to ensure requirements are successfully gathered? Choose 3 answers.

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

Answer: BCD

NEW QUESTION 272

- (Exam Topic 4)

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

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

Answer: AB

NEW QUESTION 275

- (Exam Topic 4)

Universal Container has its sales representative enter a new lead whenever they are prospecting a new customer, when qualify the new lead, a new opportunity must be created to track the deal. What would a consultant recommend to enforce data quality and accuracy? Choose 3 answer

- A. Create lead conversion process.
- B. Create an apex trigger to perform data quality check.
- C. Enable validation rules on lead
- D. Map lead fields to corresponding opportunity field

Answer: ACD

NEW QUESTION 279

- (Exam Topic 4)

Cloud Kicks has enabled quotas in collaborative forecasts.

In which three ways can the quotas be managed for all users in forecast hierarchy? Choose 3 answers.

- A. Add/update quotas using DataLoader
- B. Add/update quotas using the Data Import Tool
- C. Setup -> Quotas -> Forecast Quotas
- D. Setup -> Forecast Settings -> Configure
- E. Upload quotas using API

Answer: ADE

NEW QUESTION 282

- (Exam Topic 4)

Universal containers has setup a sales process that requires opportunities to have associated product line items before moving to the negotiation stage. What solution should a consultant recommend to meet this criteria? Choose 2 answers.

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

Answer: BC

NEW QUESTION 287

- (Exam Topic 4)

When a Lead record is converted, Cloud Kicks wants the Account, Contact, Opportunity, and Product records to be automatically created with minimal user input. Which strategy should the Consultant use to meet this requirement?

- A. Create a custom Quick action that creates new records
- B. Override the standard Convert button with a custom Lightning Component.
- C. Enable the customized lead conversion setting from Setup.
- D. Utilize workflow rules to create records.

Answer: C

NEW QUESTION 292

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 293

- (Exam Topic 4)

Cloud Kicks has many customers that regularly renew their "shoe of the month" club membership. The sales representatives use an Account type called "shoe of the month" club for these customers. Sales management wants to use Salesforce to automate repeat opportunities.

What should a Consultant, recommend to meet this requirement?

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

Answer: A

NEW QUESTION 294

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 297

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 301

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 303

- (Exam Topic 4)

Cloud Kicks uses an external ERP application to process its orders. This ERP application needs to receive data about Opportunities when the Opportunity closes.

Which two solutions should the Consultant recommend? Choose 2 answers

- A. Single Sign-on
- B. Connected App
- C. RESTCallout
- D. Outbound Message with Workflow Rules

Answer: CD

NEW QUESTION 308

- (Exam Topic 4)

Universal Containers wants to track the campaigns that influence won opportunities. Using standard functionality, what should a consultant recommend to meet

this requirement? Choose 2 answers

- A. Have the administrator specify a time frame that limits the time a campaign can influence the opportunity after the campaign first associated date and before the opportunity created date.
- B. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date.
- C. Automatically add child campaigns of the primary campaign source if the child campaigns have an end date that falls before the opportunity close date.
- D. Have representatives populate a field on the opportunity record with the dollar amount of the expected revenue from the campaigns that influenced the opportunity.

Answer: AB

NEW QUESTION 311

- (Exam Topic 4)

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

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

Answer: BE

NEW QUESTION 313

- (Exam Topic 4)

Cloud Kicks acquired a shoe distribution partner. The Marketing and Sales Directors want to migrate the existing sales and marketing data into Cloud Kicks' Salesforce instance.

Which three aspects should the Consultant consider before proceeding with the data migration? Choose 3 answers

- A. Classic feature that have been improved by Lightning Experience
- B. Total number of records being imported compared to the Salesforce edition
- C. Criteria to apply to records that should be archived before migration
- D. Number of marketing campaign licenses required for the migration
- E. Volume of customer, partner, and prospect data from existing system

Answer: CDE

NEW QUESTION 316

- (Exam Topic 4)

Due to internet unavailability at Cloud Kicks, the sales team is not able to utilize the Salesforce Mobile app feature to view, create, or update Opportunities.

Which two steps should the Consultant take to resolve the issue? Choose 2 answers

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

Answer: CE

NEW QUESTION 321

- (Exam Topic 4)

The Cloud Kicks sales team works with two different types of Leads: distributors and retailers. Cloud Kicks' 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 Status picklist values to accommodate the different qualification statuses for different types of Leads.
- B. Add Leads to different campaigns to determine if they are distributor or retailer Leads.
- C. Set up Opportunity splits to measure how different types of Leads are converted.
- D. Create a new profile and only assign one Lead record type to it.
- E. Create distributor and retailer Lead record types.
- F. Create retailer and distributor Lead processes.

Answer: AEF

NEW QUESTION 326

- (Exam Topic 4)

A sales rep has access to an Account which has multiple child Accounts through the Account hierarchy. What will the sales rep see after clicking the view Hierarchy link?

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

Answer: B

NEW QUESTION 327

- (Exam Topic 4)

How would you design a solution to give UP a 360 degree view of an account?

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

Answer: C

NEW QUESTION 332

- (Exam Topic 4)

NTO wants the ability to share documents related to an opportunity, such as contracts and proposals with the field sales team. NTO currently has a private sharing model. How should the documents be shared efficiently and securely?

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

Answer: C

NEW QUESTION 336

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 337

- (Exam Topic 4)

Universal Containers is preparing for the launch of its new sales cloud implementation to a global user base. With previous sales automation application, the company had slow adoption of the new solution. What factor should be considered with the sales cloud deployment to help ensure the adoption? Choose 3 answers

- A. Training in local language
- B. Management communications
- C. Type of training delivered
- D. Maintenance release schedule

Answer: ABC

NEW QUESTION 338

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 340

- (Exam Topic 4)

Cloud Kicks wants to sell to both consumer and Business. There will be a consumer sales team and a business sales team. Which two Salesforce functions will allow the Consultant to meet this requirement? Choose 2 answers

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

Answer: CD

NEW QUESTION 344

- (Exam Topic 4)

Universal Containers wants to manage their sales territories in Salesforce. What questions should be asked to determine if territory management is an appropriate solution? Choose 3 answers:

Are commissions calculated by the number of territory to which a representative belongs?

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

Answer: ABD

NEW QUESTION 348

- (Exam Topic 4)

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. What solution should a consultant recommend to help product managers engage in sales deals? Choose 2 answers

- A. Add the opportunity team, product managers, and customers to libraries containing files relevant to sales u deals
- B. Use an assignment rule to notify product managers when opportunities are updated
- C. Create a chatter group to share product information with sales team, product managers, and customers
- D. @mention product managers in chatter posts on relevant sales deals

Answer: AC

NEW QUESTION 351

- (Exam Topic 4)

Universal Containers has a lead qualification team that qualifies and converts leads into opportunities. During lead conversion, the new opportunity must be assigned to the account owner. Which solution should a consultant recommend to meet this requirement?

- A. Create an assignment rule on the opportunity.
- B. Create a trigger on the opportunity.
- C. Create an assignment rule on the account.
- D. Create a workflow on the opportunity.

Answer: B

NEW QUESTION 352

- (Exam Topic 4)

Universal Containers is planning to hire more sales representatives in response.....growth. To optimize their sales impact, the sales management team wants to.....What data should the sales management team consider when developing the.....Choose 2 answers

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

Answer: AB

NEW QUESTION 357

- (Exam Topic 4)

Universal containers uses a custom object named Insight, which is the child in a master-detail relationship with the opportunity object. Sales teams use this object to create requests for analysts who conduct supporting research regarding an opportunity. Sales teams use Salesforcel mobile app and want to easily create new insight records from their phones. What should a consultant recommend to meet this requirement?

- A. Create a related list button
- B. Create a publisher action
- C. Create a visualforce page
- D. Create a custom object tab

Answer: D

NEW QUESTION 359

- (Exam Topic 4)

The sales management team at Universal Containers wants to monitor the progress of high-value sales deals and enable collaboration with cross-functional teams to help remove any obstacles. Which feature should a consultant recommend to meet these requirements? Choose 2 answers:

- A. Enable Big Deal Alerts.
- B. Allow Chatter feed tracking on opportunities.
- C. Enable Chatter feed on similar opportunities.
- D. Use opportunity update reminders.

Answer: AB

NEW QUESTION 360

- (Exam Topic 4)

Cloud Kicks operates in multiple countries and wants to track historical exchange rates. The Consultant at Cloud Kicks has implemediated exchange rates by using advanced currency management. How is the converted currency amount on Opportunities calculated?

- A. Based on the Opportunity stage regardless of the Close Date

- B. Based on the historical exchange rate regardless of the Close Date
- C. Based on the Close Date regardless of the Opportunity stage
- D. Based on the exchange rate regardless of the Close Date

Answer: C

NEW QUESTION 361

- (Exam Topic 4)

Universal Containers current solution for managing its forecast is cumbersome. The sales managers do not have visibility into their team's forecasts and are not able to update the forecasts. As a result the managers are continually asking their sales representatives to provide updated forecast data via email or phone. What solution should a consultant recommend to help Universal Containers improve the management of their forecasts? Choose 2 answers

- A. Create forecast chatter groups where sales representatives can post and share their forecasts
- B. Configure customizable forecasts to give managers forecast override capabilities.
- C. Create a forecast hierarchy and assign managers to the forecast manager role.
- D. Configure weekly customized forecast reports and dashboards to be emailed to sales management

Answer: BC

NEW QUESTION 366

- (Exam Topic 4)

Universal Containers has enabled Social Accounts and contacts. When a sales representative accesses a contact within Salesforce, the representative is unable to see detailed information from the contacts Facebook profile (e.g. contacts wall postings).

What is preventing the sales representative from accessing detailed information on the contacts Facebook page?

- A. The link to the Facebook profile is not configured with the administrator password to access detailed information
- B. The information shown is based on the sales representative's connection level with the contact on Facebook
- C. The fields configured by Universal Containers administrator on the contact page layout are missing
- D. Universal Containers must purchase the Facebook license to access public information for its users

Answer: B

NEW QUESTION 367

- (Exam Topic 4)

Universal Containers Credit department uses the 3rd party application for credit ratings. Credit department manager need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object. What should a consultant recommended to meet these requirement?

- A. Create the workflow rule to launch the product fulfilment application and pass the credit Id.
- B. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id
- C. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id.
- D. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id.

Answer: B

NEW QUESTION 370

- (Exam Topic 4)

UC sells to a customer segment that has dozens of daily order and payment transactions. These customers have low credit limits which are closely monitored. At the time orders are accepted, management wants to check the customers available credit in Salesforce using information sourced from a third-party cloud application. What approach should a consultant recommend for this credit system Integration?

- A. Create a web service using Apex to retrieve credit balances as needed.
- B. Create a scheduled batch using Apex to retrieve credit balances each night.
- C. Create a data mapping in Data Loader for periodic manual credit uploads.
- D. Create a daily job using the custom object import wizard to retrieve credit balances.

Answer: A

NEW QUESTION 372

- (Exam Topic 4)

A premier customer for Universal Software needs access to confidential product roadmap information.

To securely send this information using content delivery, what step should a sales representative take? Choose 2 answers

- A. Require the recipient to log into Salesforce to access the content.
- B. Require the customer to enter a security token to download the content.
- C. Require the customer to enter a password to view the content.
- D. Remove access to the content after a specified date.

Answer: CD

NEW QUESTION 373

- (Exam Topic 4)

Sales management needs to measure sales performance by comparing the amount of business closed by each sales representative against assigned quotas. Which metric will provide the required data? Select two answers.

- A. Number of opportunities in the forecast by sales representative
- B. Percentage of closed opportunities by sales representative

- C. Percentage of quota attained by sales representative
- D. Quarterly forecast summary by sales representative

Answer: CD

NEW QUESTION 374

- (Exam Topic 4)

Universal containers use forecasts and closes business monthly, and it needs to store the details of open opportunities weekly. The sales management team wants to analyze how the sales funnel is changing throughout the month. What should a consultant recommend to meet this requirement?

- A. Schedule a custom forecast report to run daily and store the results in a custom report folder.
- B. Create an analytic snapshot run weekly and store the results in a custom object
- C. Create an analytic snapshot to run daily and store the results in a custom object.
- D. Schedule a custom forecast report to run weekly and store the results in a custom report folder

Answer: B

NEW QUESTION 375

- (Exam Topic 4)

Universal Containers wishes to implement a sales methodology that focuses on identifying customers challenges and addressing them with offerings. Which sales methodology is described above?

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

Answer: B

NEW QUESTION 377

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 382

- (Exam Topic 4)

Sales representatives at universal containers want to share product specification with customers who do not have salesforce access. These customers should only be allowed to preview the document in the browser without download permissions. What solution should a consultant recommend to meet this requirement?

- A. Upload the file to content and disable the download delivery option.
- B. Upload the file to documents and enable the externally available option.
- C. Upload the file to chatter files and disable the download delivery option.
- D. Upload the file to chatter files and enable the password protection option.

Answer: A

NEW QUESTION 386

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 388

- (Exam Topic 4)

To properly plan for company growth, Cloud kicks needs to track monthly revenue projections from the sales of its annual Subscription service. How should the Consultant configure Salesforce to support this reporting need?

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

Answer: C

NEW QUESTION 393

- (Exam Topic 4)

Sales representatives at Universal Containers want to share product specification documents with customers who do not have Salesforce access. These customers should only be allowed to preview the document in the browser without download permissions. What solution should a consultant recommend to meet this requirement?

- A. Upload the file to Chatter files and disable the download delivery option
- B. The file to documents and enable the externally available option.
- C. Upload the file to Chatter files and enable the password-protection option.
- D. Upload the file to Content and disable the download delivery option.

Answer: D

NEW QUESTION 397

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 401

- (Exam Topic 4)

Universal Containers wants to restrict access to accounts and contacts. All users should be able to access all the accounts, but only edit the accounts they own. Users should be able to edit only the contacts for the accounts they own. To meet these requirements, what should be the OWD access for accounts and contacts?

- A. Set Account to private and Contacts to control by parent.
- B. Set Account to public read-only and Contacts to control by parent.
- C. Set Account to public read-only and contacts to private.
- D. Set Account to private and contact to private.

Answer: B

NEW QUESTION 406

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 407

- (Exam Topic 4)

Universal Containers forecasts and closes business monthly, and it needs to store the details of open opportunities weekly. The sales management team wants to analyze how the sales funnel is changing throughout the month. What should a consultant recommend to meet this requirement?

- 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 daily and store the results in a custom object.
- C. Schedule a custom forecast report to run daily and store the results in a custom report folder.
- D. Create a reporting snapshot to run weekly and store the results in a custom object.

Answer: D

NEW QUESTION 411

- (Exam Topic 4)

What is a consideration when implementing Advanced Currency Management? Choose 3 answers

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

Answer: ACD

NEW QUESTION 415

- (Exam Topic 4)

UC wants to give access to Salesforce to its sales reps on the road, even when they are in areas not covered by internet reception. What solution should a consultant propose?

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

Answer: C

NEW QUESTION 418

- (Exam Topic 4)

Universal Containers would like to have account asset detail information and case details shown to Customer Support Agents when they open cases in the Salesforce Console. How should a Consultant fulfill this requirement?

- A. Create a Visualforce page and add it as a console footer component
- B. Add Account and Asset information to the case detail page layout
- C. Select the Account and Asset related lists from the sidebar components
- D. Configure a sidebar component to display Account and Asset information

Answer: A

NEW QUESTION 423

- (Exam Topic 4)

Universal Containers marketing department runs many concurrent campaigns. It has specified that the influence timeframe for a campaign is 60 days. When a contact is associated to an opportunity in a contact role, what is the impact on the campaign influence for opportunities?

- A. Campaigns in which a contact became a member within the last will be added to the campaign influence L' 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 campaigns created within the last 60 days will be added to the campaign influence related list.
- D. All contacts associated with campaigns will be added to the campaign influence related list.

Answer: A

NEW QUESTION 428

- (Exam Topic 4)

Sales representatives at Cloud Kicks often receive important customer emails they want to record as activities related to Contacts in Salesforce. Cloud Kicks has Office 365, and there is a policy preventing users from Installing anything directly on their computers. Which solution should a Consultant recommend to meet this requirement?

- A. Salesforce Console for Sales
- B. Lightning Sync
- C. Lightning Console for Sales
- D. Salesforce for Outlook

Answer: B

NEW QUESTION 432

- (Exam Topic 4)

Cloud Kicks has purchased a list of prospects and wants sales representatives to begin to contact and measure the Return Of Investment (ROI) of the people in the purchased list. Which solution should the Consultant recommend?

- A. Import the list as new leads using the import wizard.
- B. Create a campaign for this list, import the list as leads, and add them to the campaign.
- C. Create a new custom object for purchased leads.
- D. Import the list as new leads and update the lead source to "Purchased Lead".

Answer: B

NEW QUESTION 437

- (Exam Topic 4)

Universal Containers uses contracts in Salesforce to record fixed pricing structures from closed won opportunities. The contracts expire throughout the year. To ensure the company is not missing Potential renewal revenue, sales management wants to implement the following Process, 30 days before a contract is due to expire, a lead is automatically created with contract renewal as the source. All leads go to a pre-sales team who qualify and convert them to opportunities. When leads are converted to opportunities and closed/won, an alert is sent to the account team. What features of Salesforce should a consultant use to meet this requirement?

- A. Lead assignment, Apex, and opportunity assignment.
- B. Workflow, reports, queues, and lead assignment.
- C. Apex, workflow, lead assignment, and queues.

Answer: C

NEW QUESTION 439

- (Exam Topic 4)

Which two solutions should a consultant recommend while designing a plan to decrease a company's cost per call? Choose 2 answers

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

Answer: CD

NEW QUESTION 441

- (Exam Topic 4)

Universal Containers is expanding sales internationally and has created new price books to handle the various currencies for the five new countries. When a sales representative selects one of the new price books to add a product to an opportunity, there are no products available. What should be evaluated when troubleshooting this issue?

- A. Confirm that the old pricebook is disabled for the sales representative.
- B. Confirm that the products are shared with the sales representative's role.
- C. Confirm that product line items on opportunities are enabled.
- D. Confirm that the products and currencies are associated with the pricebook.

Answer: D

NEW QUESTION 446

- (Exam Topic 4)

What is the Capability of Chatter Files? Choose 2 answers

- A. Files can be synced from Chatter to a folder in a local directory
- B. All content files from content libraries can be synced in Chatter
- C. Private content may only be shared in private Chatter groups
- D. Users can use @mentions to share files in content libraries

Answer: AB

NEW QUESTION 450

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