CRT-251 Dumps

Salesforce Certified Sales Cloud Consultant (SU18)

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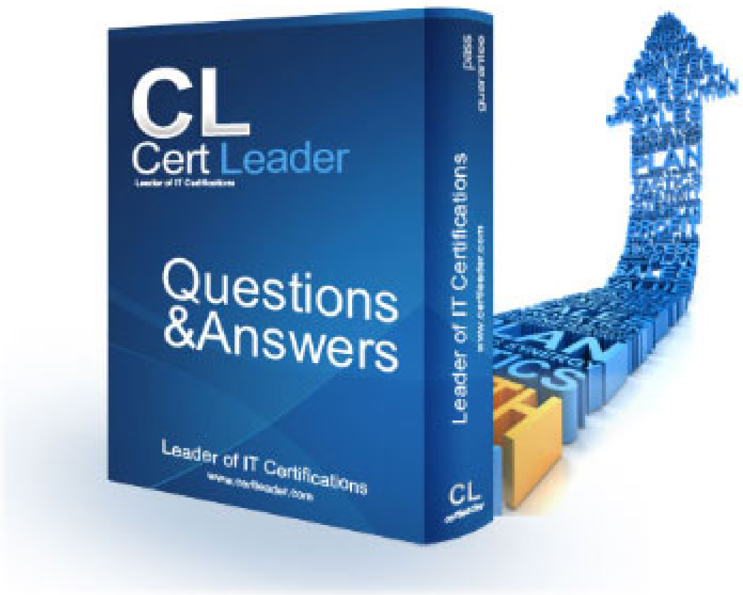

NEW QUESTION 1
Universal Containers' current solution for managing its forecasts is cumbersome. The sales managers do NOT have visibility into their teams' forecasts and are NOT able to update the forecasts. As a result, the managers are continually asking their sales representatives to provide updated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

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

Answer: AC

NEW QUESTION 2
The Universal Containers sales team wants 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 set of objects are relevant for this integration?

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

Answer: B

NEW QUESTION 3
Universal Containers does NOT have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, these has been an increased volume of leads. However, the Vice President of Channels has been receiving many complaints from partners on the poor quality of the leads and has noticed a significant drop in the lead conversion rate. What should a consultant recommend to improve partner satisfaction with the leads being shared?

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

Answer: C

NEW QUESTION 4
Universal Containers recently completed the implementation of a new Sales Cloud solution. The stakeholder committee believes that sales user adoption is best measured by the number of daily logins. Which two measures of sales user adoption should be considered? Choose two answers.

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

NEW QUESTION 5
Universal Containers wants to capture business sector information on a lead and display the information on the account and contact once the lead has been converted. How can these requirements be met?

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

Answer: C

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

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

Answer: C

NEW QUESTION 7
Universal Containers is 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 contact 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 global publisher action to view all customer purchasing activity.
C. Enable the Orders object in Salesforce to track customer purchases.
D. Create a custom object related to the account, contact, and contract objects.

Answer: C

NEW QUESTION 8
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 assign different stages to each page layout.
B. Create different record types and sales processes for each line of business, and use workflow field updates to assign stages.
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

NEW QUESTION 9
Which three considerations should be addressed when implementing Advanced Currency Management? (Choose three.)

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

Answer: BCD

NEW QUESTION 10
Universal Containers has a large sales department that is dispersed worldwide. Sales managers want greater visibility into the opportunities in progress with their respective teams and want to receive email notifications when opportunities reach key metrics (e.g. progress to a certain stage or reach a specific probability). However, individuals want to control the frequency of their email notifications. Which two solutions should a consultant recommend? Choose two answers.

A. Configure the individual Salesforce for Outlook email settings to control notification frequency.
B. Configure Chatter Feed Tracking to provide updates for the key metrics the sales managers are looking for.
C. Create a report filtering for the desired criteria and individuals subscribe to the report.
D. Define a workflow rule and email task that is triggered when key fields are updated to new values.

Answer: BC

NEW QUESTION 10
A consultant has created a custom formula field on Opportunity that multiples the Opportunity Amount by the Account’s Discount field. Which Currency will the formula field use for its value if the Opportunity and the Account records have different Currencies?

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

Answer: B

NEW QUESTION 14
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. Relationship selling
B. Target account selling
C. Direct selling
D. Solution selling

Answer: D

NEW QUESTION 15
Universal Containers is planning to hire more sales representatives in response to three consecutive quarters of rapid growth. To optimize their sales impact, the sales management team wants to develop a better sales territory structure. Which two data points should the sales management team consider when developing the new sales territories? Choose two answers.

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

Answer: AD

NEW QUESTION 17
Universal Containers is devising a separate sales methodology to upsell service contracts to its existing customer base. The company wants to track and report on these deals separately from other deals.
What should a consultant recommend to meet this requirement?

A. Create a custom field on opportunity to flag and report on these sales.
B. Create an opportunity record type and sales process for reporting on these deals.
C. Create a separate page layout and report to flag and report on these deals.
D. Add “upsell” as a stage and create a summary by opportunity stage.

Answer: B

NEW QUESTION 21
Universal Containers has set up a sales process that requires opportunities to have associated product line items before moving to the negotiation stage.
Which two solutions should a consultant recommend to meet this requirement? Choose two answers.

A. Configure a validation rule that tests the Has Line Item and Stage fields for the correct condition.
B. Configure the opportunity record types to enforce product line item entry before selecting the negotiation stage.
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 product line item when selecting the negotiation stage.

Answer: AC

NEW QUESTION 23
Universal Containers has a private sharing model and wants the ability to share documents related to an opportunity, such as contracts and proposals, with the field sales team.
How can the documents be shard efficiently and securely?

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

Answer: A

NEW QUESTION 26
Universal Containers has a customer base of over 15,000 Accounts and 60,000 Contacts. The marketing manager wants to use the customer data for an upcoming new product launch but is concerned contacts may have moved to different companies.
What should a consultant recommend to ensure customer data is accurate?

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

Answer: A

NEW QUESTION 27
What is the recommended approach to relate a Person Account to another Account?

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

Answer: C

NEW QUESTION 29
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 is on the opportunity product using an HTML email template.
B. Create is on the opportunity using a Visualforce email template.
C. Create is on the opportunity product using a Visualforce email template.
D. Create is on the opportunity using an HTML email template.

Answer: B

NEW QUESTION 32
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 report would allow the sales representatives to see all opportunities they are involved with?

A. My team-selling and my opportunities
B. My team-selling shared opportunities

C. My team’s opportunities
D. My collaborative opportunities

Answer: A

NEW QUESTION 37
A lead sharing rule has been defined so that leads owned by the record owner are shared with the public group called “Sales Team.”
Who will have access to these records, assuming that a private sharing model is in place on these objects and there are no sharing rules defined for those objects, when the lead is converted to an account, contact, and opportunity?

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

Answer: C

NEW QUESTION 38
Universal Containers acquires sales leads each year through trade shows. Occasionally, duplicate leads are generated when the marketing team imports leads that already exist in the system. What should a consultant recommend to prevent duplicate leads in the system?

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 Data Import Wizard and select the appropriate field to match duplicates against existing records.

Answer: D

NEW QUESTION 41
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