



Salesforce

Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

NEW QUESTION 1

- (Exam Topic 1)

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

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

Answer: C

NEW QUESTION 2

- (Exam Topic 1)

A company has these requirements for dealing with Cases:

- Handled efficiently and by the right agents
- Distributing the load so that agents do NOT have to manually select the next Case to work Which two Omni-Channel features will assist in this routing and distribution? Choose 2 answers

- A. Route to agents with the most cases closed for that topic.
- B. Route to agents staffing the assigned overflow queues.
- C. Route to agents with the least amount of active assigned work.
- D. Route to agents with the most capacity to take on new work.

Answer: CD

NEW QUESTION 3

- (Exam Topic 1)

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

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

Answer: CDE

NEW QUESTION 4

- (Exam Topic 1)

Universal Containers (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 5

- (Exam Topic 1)

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

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

Answer: D

NEW QUESTION 6

- (Exam Topic 1)

Universal Containers wants to deploy the Service Cloud to its contact centers located across North America, Europe, and Asia. The company wants standardized contact center processes and reporting implemented in its centers worldwide. Which approach should a consultant recommend in this scenario?

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

Answer: A

NEW QUESTION 7

- (Exam Topic 1)

How should a Consultant provide Suggested Article functionality to Lightning Service Console users?

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

Answer: A

NEW QUESTION 8

- (Exam Topic 1)

Universal Containers has a single contact center that handles all service requests including chat, Cases, and web form submissions. It is important that Reps are assigned work evenly so that all requests are handled in the order they are received.

How would a Consultant address this requirement?

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

Answer: B

NEW QUESTION 9

- (Exam Topic 1)

Universal Containers is using the Lightning Service Console for managing cases and wants to add a softphone to enable click-to-call capability.

Which three configurations are needed for the softphone to work in Salesforce? Choose 3 answers

- A. Install an adapter from AppExchange to work with third-party cn systems.
- B. Enable Live Agent in their community to chat with an agent.
- C. Assign the correct Salesforce users to the Call Center.
- D. Create a softphone layout and assign to user profiles.
- E. Assign the Salesforce CTI license to Salesforce users.

Answer: ACD

NEW QUESTION 10

- (Exam Topic 4)

Universal Containers would like to reduce the clicks a Customer Support Agents uses when working on a case. This includes the time it takes to create, resolve, and close the case. Which three Salesforce productivity features should be used to accomplish this requirement? Choose 3 answers

- A. Publisher Actions
- B. Chatter
- C. Macros
- D. Omni-Channel
- E. Quick Text

Answer: ACE

NEW QUESTION 10

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 14

- (Exam Topic 4)

Universal Containers wants to equip its sales team with mobile capabilities. The sales team needs to quickly look up contacts, accounts, and opportunities and easily log calls. Due to limited coverage in certain geographic areas, the sales team wants access to customer information even without an Internet connection. Which mobile solution is appropriate for the Universal Containers' sales team?

- A. Custom hybrid App
- B. Salesforce Mobile App
- C. Salesforce Touch App
- D. Salesforce A App

Answer: B

NEW QUESTION 17

- (Exam Topic 4)

Cloud Kicks recently completed the implementation of a new Sales Cloud solution. The stakeholder committee believes that sales user adoption is best measured by opportunities generated by the sales representatives. What can the Consultant recommend to measure sales user adoption?

- A. Create a trend report to determine if there is an increase in deals closed.
- B. Refer back to the project plan to see if the goals were met.
- C. Enable sales teams and run an opportunity report with teams to see how many Opportunities have team members on them.
- D. Provide a report of user logins to show the increase in user adoption.

Answer: D

NEW QUESTION 21

- (Exam Topic 4)

Universal Containers will be launching a telesales contact center. What are two design considerations? Choose 2 answers

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

Answer: AD

NEW QUESTION 23

- (Exam Topic 4)

Cloud Kicks has a lengthy and complex sales cycle. Opportunities have stages that sales reps must move a deal through, as well as indicate the probability of winning the sale. The sales manager presently uses sales stages and probability for forecasting and wants to simplify the process of reporting on projected sales for the sales team. Which approach should a Consultant recommend to streamline forecast reporting?

- A. Reduce the number of Opportunity stages and report on probability.
- B. Align Opportunity stages with probability and use collaborative forecasts for reporting.
- C. Reduce the number of opportunity stages and report on forecast category.
- D. Align forecast categories to multiple Opportunity stages and report on forecast category.

Answer: B

NEW QUESTION 25

- (Exam Topic 4)

Universal Containers management wants to increase the productivity of its sales representatives. How can work.com be used to meet this requirement? Choose 2 answers

- A. Feedback can be given publicly or privately.
- B. Coaching statistics can be linked to reports
- C. Coaching goals can be linked to reports
- D. Feedback can be requested for the entire sales team

Answer: AC

NEW QUESTION 29

- (Exam Topic 4)

Historically, UC has sold to shipping department contacts within its customer and prospect accounts. It recently launched a new product line that will appeal to operations department contacts. What data enrichment can Data.com provide UC to expand its sales network? Choose 2 answers

- A. Add operations leads and opportunities
- B. Append qualification scores to operations leads
- C. Add new operations prospect accounts

Answer: AB

NEW QUESTION 32

- (Exam Topic 4)

The VP of Service at Universal Containers is looking for ways to reduce contact centers costs. Which two metrics should the Consultant recommend? Choose 2 answers

- A. Average Handle Time
- B. Service-Level Agreements
- C. First Call Resolution
- D. Time to Answer

Answer: AC

NEW QUESTION 37

- (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 41

- (Exam Topic 3)

A strong pipeline requires greater visibility. Which of the following example describes a need for greater visibility?

- A. Leads are qualified but not routed to the right people
- B. Campaigns are launched without communicating the follow-up plan
- C. Leads are tracked in separate systems, not accessible by all
- D. As business matures, it becomes difficult to identify right prospects

Answer: C

NEW QUESTION 43

- (Exam Topic 4)

What actions can a consultant take during the project planning phase to ensure client stakeholder goals are met? Choose 2 answers

- A. Create scheduled dashboard to be sent weekly to all stakeholders.
- B. Ensure the project key performance indicators are profitable
- C. Establish a stakeholder committee and meeting schedule.
- D. Acquire the client stakeholders' key performance indicators.

Answer: CD

NEW QUESTION 48

- (Exam Topic 4)

The Cloud Kicks Sales Support team manually enters leads into Salesforce throughout the week. It was discovered that many of the leads already exist as Contacts in the system based on matching email address.

This has resulted in high volume of unconverted leads.

Which solution should be used to identify and block future duplicates from being created?

- A. Create a process builder and flow that emails the user of a potential duplicate Contact when a Lead is created.
- B. Build a report that groups leads by email address to identify and merge duplicates
- C. Use Dataloader to import the leads each week instead of entering leads individually.
- D. Activate the Standard Lead Duplicate Rule that matches on both Lead and Contact.

Answer: D

NEW QUESTION 52

- (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 54

- (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 55

- (Exam Topic 3)

Sales rep @ UC collaborates with ABC company on opportunity to sell to XYZ Company. ABC Co has been added to partner related list on the opportunity. What will automatically happen? Choose 2 answers:

- A. Partner record added to ABC account
- B. Partner record added to XYX account
- C. Sales team membership granted to ABC Co
- D. Partner portal access granted to ABC Co

Answer: CD

NEW QUESTION 57

- (Exam Topic 3)

What are the main challenges that Marketing faces when trying to drive more business? (Select all that apply)

- A. Website integration: Lack of website integration, which delays entry of leads into CRM
- B. Email Marketing: Difficult to track and report on effectiveness of emails that were sent
- C. Search Marketing: No reportable relationship between search words and closed sales
- D. Reporting: Must create reports manually, which slows down lead generation
- E. Campaign M

Answer: ABCE

NEW QUESTION 62

- (Exam Topic 3)

Arrange the steps to set a pass code, in the correct order (using Salesforce Classic).

- A. Enter your pass code again for confirmation
- B. Enter your pass code when prompted to create a pass code
- C. Ensure that the Salesforce Classic application is installed and all your Sales force records are downloaded to your device

Answer: ABC

NEW QUESTION 67

- (Exam Topic 3)

Sales reps must use the same system to manage calendars and to document meetings.

- A. True
- B. False

Answer: B

NEW QUESTION 71

- (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 73

- (Exam Topic 3)

Who has permission to edit a Chatter profile?

- A. An Administrator
- B. An individual user
- C. A user's manager
- D. Profiles are not editable

Answer: B

NEW QUESTION 77

- (Exam Topic 3)

Arrange the steps to create a record in the correct order (using Salesforce Classic).

- A. Select Save from the menu
- B. Open the records in the list view or highlight the object tab
- C. Open the menu and select New
- D. Enter the record details in the specified fields

Answer: ABCD

NEW QUESTION 79

- (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 83

- (Exam Topic 3)

Which statements about the Salesforce Classic Mobile application are true? (Select all that apply)

- A. It is a server application
- B. It provides mobile access to data, tasks, and calendar
- C. It works only when a smart phone is connected to a wireless network
- D. It downloads relevant data for standard Salesforce objects and custom objects

Answer: BD

NEW QUESTION 88

- (Exam Topic 3)

Data.com: What does the Reviewed Status indicate?

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

Answer: C

NEW QUESTION 92

- (Exam Topic 3)

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

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

Answer: A

NEW QUESTION 97

- (Exam Topic 3)

Which of the following descriptions best describe Quotes?

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

Answer: A

NEW QUESTION 101

- (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 105

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Activities"?

- 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: A

NEW QUESTION 109

- (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 111

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Opportunity Teams" ?

- 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: D

NEW QUESTION 116

- (Exam Topic 3)

A strong pipeline requires sales and marketing alignment. Which of the following example describes a need for sales and marketing alignment?

- A. Leads are qualified but not routed to the right people
- B. Campaigns are launched without communicating the follow-up plan
- C. Leads are tracked in separate systems, not accessible by all
- D. As business matures, it becomes difficult to identify right prospects

Answer: B

NEW QUESTION 120

- (Exam Topic 3)

What are the main challenges that marketing faces when trying to align with sales? (Select all that apply)

- A. Inefficient handoff from marketing to sales
- B. Lack of feedback from marketing to sales
- C. Slowing down of lead velocity
- D. Sales cannot keep up with leads from marketing

Answer: AC

NEW QUESTION 123

- (Exam Topic 3)

Which option best identifies with the Chatter Record 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: C

NEW QUESTION 125

- (Exam Topic 3)

What are some of the ways to align communication between the sales and marketing organizations? (Select all that apply)

- A. Provide sales collateral in one place
- B. Standardize internal and external communication with templates
- C. Communicate availability of sales collateral
- D. Have a daily meeting with sales to check on latest developments
- E. Gather feedback on sales collateral and templates
- F. Evaluate impact of collateral on bringing leads through to close

Answer: ABCDEF

NEW QUESTION 128

- (Exam Topic 3)

What should you consider when migrating inactive campaigns?

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

Answer: B

NEW QUESTION 129

- (Exam Topic 3)

Universal Containers is designing a contact center that will store 20 million cases. Of those, 5 million will need to be accessed for reporting and search. Which approach will ensure best system performance? Chose 3 answers:

- A. Custom indexes
- B. Tiered data strategy
- C. Record types
- D. Division
- E. Custom search

Answer: ABD

NEW QUESTION 130

- (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 132

- (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 135

- (Exam Topic 3)

An outsourced contact center is losing part-time agents to a nearby contact center that promotes flexible scheduling. Which support channel requires the smallest amount of agent work time?

- A. Web to case
- B. Email to case
- C. Web self service
- D. Chat

Answer: C

NEW QUESTION 137

- (Exam Topic 3)

Sales should evaluate lead quality and provide feedback to marketing.

- A. True
- B. False

Answer: A

NEW QUESTION 141

- (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 146

- (Exam Topic 3)

Which of the following descriptions best describe Chatter?

- 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: D

NEW QUESTION 148

- (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 153

- (Exam Topic 2)

Which of the following statements are true about an end user's forecast? (Select all that apply)

- A. Is updated in the system every evening at 5 pm
- B. This aggregate can be dollars of revenue
- C. This aggregate can be units of products
- D. This aggregate can be both dollars or revenue and units of products
- E. Rolls up according to the forecast hierarchy

Answer: BCDE

NEW QUESTION 158

- (Exam Topic 2)

Forecast Category "Commit" can be summarized as:

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

Answer: B

NEW QUESTION 162

- (Exam Topic 2)

Your company sells service contracts where the customer pays once a year for a monthly service package. What type of schedule should you set up?

- A. Default Quantity Schedule
- B. Default Revenue Schedule
- C. Default Revenue and Quantity Schedule
- D. Don't create any default schedule

Answer: A

NEW QUESTION 164

- (Exam Topic 2)

What are the key data management challenges? (Select all that apply)

- A. The system must enable easy and correct entry of data
- B. Users must be able to find and trust data in the system
- C. Data must not be available to certain roles
- D. The system must keep the data clean for future use
- E. Users must not use the same data too often to avoid contamination

Answer: ABD

NEW QUESTION 168

- (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 172

- (Exam Topic 2)

Your client is using Account data that is old. How can you help?

- A. Enhance Account content with data.com
- B. Use Account Merge utility
- C. Change you data migration plan for Accounts
- D. Re-load all Account records

Answer: A

NEW QUESTION 174

- (Exam Topic 2)

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

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

Answer: C

NEW QUESTION 178

- (Exam Topic 2)

Once you save a PDF quote, the file is automatically emailed to the customer.

- A. True
- B. False

Answer: B

NEW QUESTION 183

- (Exam Topic 2)

Forecast Category "Best Case" can be summarized as:

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

Answer: C

NEW QUESTION 187

- (Exam Topic 2)

Match the following loading option to the description of when to use it. "ETL Tool"

- 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: A

NEW QUESTION 192

- (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 194

- (Exam Topic 2)

Which describes a usability and/or adoption challenge? (Select all that apply)

- A. Julie is concerned that other reps will steal her leads
- B. Mario is not sure that Salesforce can do everything he needs it to do
- C. Mary can't figure out how to update her contact list
- D. Kevin wants meetings with his manager to be more strategic and less task oriented
- E. Bob questions the quality of data in Salesforce
- F. Iris is worried that once her admin makes a change, her accounts will be

Answer: BCEF

NEW QUESTION 195

- (Exam Topic 2)

To create a PDF file of your quote, click "Create PDF" on the quote detail page.

- A. True
- B. False

Answer: A

NEW QUESTION 197

- (Exam Topic 2)

Match the following loading option to the description of when to use it. "Force.com Data Loader"

- 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: C

NEW QUESTION 202

- (Exam Topic 2)

You can track only Assets sold by your company.

- A. True
- B. False

Answer: B

NEW QUESTION 206

- (Exam Topic 2)

Match this tip with its design consideration. "Users should not do things more than once because it takes time and may create dirty data"

- A. Tab and field naming
- B. Reduced clicks
- C. Search
- D. Record types and page layouts
- E. Workflow rules and approvals
- F. Minimized redundant data entry

Answer: F

NEW QUESTION 211

- (Exam Topic 2)

Match this tip with its design consideration. "Use alerts sparingly"

- A. Tab and field naming
- B. Reduced clicks
- C. Search
- D. Record types and page layouts
- E. Workflow rules and approvals
- F. Minimized redundant data entry

Answer: E

NEW QUESTION 212

- (Exam Topic 2)

Who is most interested in ease of use, value, and time-saving solutions?

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

Answer: A

NEW QUESTION 213

- (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 215

- (Exam Topic 2)

Force.com allows you to bring your custom interface to any support device.

- A. True
- B. False

Answer: A

NEW QUESTION 219

- (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 220

- (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 221

- (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 225

- (Exam Topic 2)

Who is most interested in visibility, no surprises, and system ROI?

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

Answer: B

NEW QUESTION 230

- (Exam Topic 2)

A sales rep can create a quote from:

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

Answer: B

NEW QUESTION 232

- (Exam Topic 2)

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

- A. Early pipeline stages

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

Answer: E

NEW QUESTION 235

- (Exam Topic 1)

The Support Manager at Universal Containers is getting inaccurate agent performance reports. After researching the data, the Salesforce Administrator has identified hundreds of cases that are closed, but still owned by a queue.

Which two solutions should a Consultant recommend to correct this problem? Choose 2 answers

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

Answer: AB

NEW QUESTION 236

- (Exam Topic 2)

Who can benefit from the Quotes feature? (Select all that apply)

- A. A customer who wants to get a quote from Salesforce
- B. A sales rep who wants to create and email a PDF quote from Salesforce
- C. An Administrator who wants to manage quoting in Salesforce

Answer: ABC

NEW QUESTION 237

- (Exam Topic 2)

Who is most interested in seamless migration?

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

Answer: D

NEW QUESTION 239

- (Exam Topic 2)

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

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

Answer: D

NEW QUESTION 243

- (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 247

- (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 251

- (Exam Topic 2)

Which of the following statements are true about the Opportunity field, "Stage"? (Select all that apply)

- A. There are 10 default stage values, based on a commonly used sales methodology.
- B. The list of default stage values cannot be edited or added.
- C. There are other sales methodologies that can be downloaded from the App Exchange and used within Salesforce

Answer: AC

NEW QUESTION 253

- (Exam Topic 2)

Your forecast is available to your manager only after you have clicked the Submit button.

- A. True
- B. False

Answer: B

NEW QUESTION 256

- (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 261

- (Exam Topic 2)

Match this tip with its design consideration. "Make it easy for users to find data"

- A. Tab and field naming
- B. Reduced clicks
- C. Search
- D. Record types and page layouts
- E. Workflow rules and approvals
- F. Minimized redundant data entry

Answer: C

NEW QUESTION 264

- (Exam Topic 2)

Which of these steps should take place before setting a List Price for a Product? (Select all that apply)

- A. Update all items in the Standard Price Book
- B. Update all items in the Custom Price Book
- C. Create the Product
- D. Define the Product's Standard Price
- E. Specify a Quantity or Revenue Schedule

Answer: CD

NEW QUESTION 267

- (Exam Topic 2)

What is the benefit of a Force.com sandbox?

- A. It allows for development, testing, and training
- B. It extends Salesforce functionality
- C. It builds new application functionality
- D. It allows to create or change buttons, and dynamically route approvals

Answer: A

NEW QUESTION 268

- (Exam Topic 1)

Universal Containers wants to implement a new web presence to support its customers. It has provided the following requirements:

- Ability for visitors to search Knowledge articles without registering or logging in
 - Ability for over one million registered customers to securely submit cases and view the status of those cases
 - Ability to display white papers to registered customers
 - Ability for registered customers to save favorite Knowledge articles for easy access later
- What should the consultant recommend as part of the solution?

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

D. Implement Customer Communities with Knowledge.

Answer: D

NEW QUESTION 269

- (Exam Topic 1)

Universal Containers has built a custom Visualforce page called "Knowledge" that is used internally to access Classic Knowledge. Which two steps must be taken to ensure the Visualforce page continues to work after migrating to Lightning Knowledge? Choose 2 answers

- A. Remove Apex code references to the Article RecordType field.
- B. Configure the Visualforce page to use the Lightning Design System.
- C. Rename the Visualforce page to "Lightning Knowledge"
- D. Remove Apex code references to the ArticleType field.

Answer: BC

NEW QUESTION 272

- (Exam Topic 1)

What are three considerations when adding a report chart to a Console Component? Choose 3 answers

- A. The report chart is added to the Page Layout.
- B. The report is shared with a Chatter Group.
- C. The report is a Summary or Matrix report.
- D. The report contains a chart.
- E. The report has a standard Report Type.

Answer: CD

NEW QUESTION 273

- (Exam Topic 1)

Universal Containers' support team requires its customers to submit their support inquiries via free form email (Outlook, Gmail, Yahoo, etc). Additional requirements are listed below:

- Support attachments up to 30 MB per inquiry
- Over 10,000 inquiries per day

What solution should a consultant recommend to meet these requirements?

- A. Email-to-Case
- B. Customer Chatter groups
- C. Web-to-Case
- D. On-Demand Email-to-Case

Answer: A

NEW QUESTION 274

- (Exam Topic 1)

The lifecycle of a Knowledge article consists of five stages. In which order does an article proceed through these stages?

- A. Create, approve, publish, consume, feedback
- B. Create, feedback, publish, approve, consume
- C. Create, publish, feedback, approve, consume
- D. Create, consume, feedback, approve, publish

Answer: A

NEW QUESTION 279

- (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 284

- (Exam Topic 1)

Field engineers often need to access current inventory levels of products the customer has purchased while at customer sites. Which solution should a Consultant recommend to meet this requirement?

- A. Implement Field Service Lightning.
- B. Integrate with an enterprise resource planning system.
- C. Develop and publish a knowledge management system
- D. Configure Visual Flows on Salesforce mobile.

Answer: B

NEW QUESTION 288

- (Exam Topic 1)

Universal Containers wants to provide its resellers a secure portal where they can manage their customer accounts, submit and track the status of their cases, and view reports and dashboards.

Which solution should a consultant recommend?

- A. Employee Community
- B. Partner Community
- C. Reseller Community
- D. Customer Community

Answer: B

NEW QUESTION 290

- (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 293

- (Exam Topic 1)

Universal Containers wants customers to have the ability to log cases with structured data and route based on Urgency and Product Line.

How should a Consultant accomplish this?

- A. Standard Email-to-Case with assignment rules
- B. Lightning Email with web routing prioritization
- C. Omni-Channel with prioritized queues
- D. Standard Web-to-Case with assignment rules

Answer: A

NEW QUESTION 296

- (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 299

- (Exam Topic 1)

The Contact Center at Universal Containers wants to increase its profit margins by promoting call deflection within Service Cloud.

Which two solutions should a Consultant recommend? Choose 2 answers

- A. Knowledge Base
- B. Customer Community
- C. Automatic Call Distribution
- D. Service Cloud Console

Answer: AB

NEW QUESTION 302

- (Exam Topic 1)

A client's Support Call Center has seen an increase in call volume on a new product line. The agents are having problems resolving issues and have been escalating to Tier 2 for support.

Which action should be taken to reduce the call volumes and escalations?

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

Answer: A

NEW QUESTION 303

- (Exam Topic 1)

Milestones can be added to which three Object types? Choose 3 answers

- A. Entitlement
- B. Work Order
- C. Service
- D. Case
- E. Account

Answer: ABD

NEW QUESTION 308

- (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 309

- (Exam Topic 4)

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

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

Answer: AB

NEW QUESTION 311

- (Exam Topic 4)

Cloud Kicks' high-value opportunities are becoming delayed in the approval process because sales managers approval requests go unnoticed for various reasons. Cloud Kicks wants to streamline the approval process and give sales managers more ways to approve Opportunities in a timely manner. Which TWO strategies should the Consultant recommend to improve the approval process?

- A. Create a dashboard of pending approvals and add it to the Chatter feed.
- B. Enable one-click approval from report results that returns high-value Opportunities.
- C. Create a process builder to automatically approve high-value Opportunities.
- D. Enable approval in Chatter to allow managers to approve or reject approval requests.
- E. Enable approvals by email for the approval process for high-value Opportunities.

Answer: DE

NEW QUESTION 313

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 317

- (Exam Topic 4)

The Cloud Kicks IT team wants to enable person Accounts in its Salesforce org.

Which three prerequisites must be met before the Consultant can enable person Accounts? Choose 3 answers

- A. The Organization-wide Default for Contacts has been set to Controlled by Parent.
- B. The Cloud Kicks Salesforce Community has been disabled to allow person Account self-registration in the future.
- C. The Organization-wide Default for both Accounts and Contacts have been set to Public Read/Write.
- D. At least one record type has been created for Accounts.
- E. User profiles with read access to Accounts also have read access to Contacts.

Answer: ADE

NEW QUESTION 320

- (Exam Topic 4)

A system administrator has been asked to create a report for the executive leadership team to share the status of the call center. Which two chart types should be used to graphically display how long a case has been open? Choose 2 answers

- A. Line chart
- B. Bar chart
- C. Gauge Chart
- D. Donut chart
- E. Funnel chart

Answer: B

NEW QUESTION 321

- (Exam Topic 4)

Marketing department at Universal container is migrating from legacy campaign and email management system 2 salesforce want to ensure that its communication material is migrated as well. What should consultant recommend to migrate the marketing departments email templates?

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

Answer: C

NEW QUESTION 326

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 330

- (Exam Topic 4)

A consultant is implementing a new Sales Cloud instance for Cloud Kicks that has a public sharing model for accounts. Different sales representatives own local accounts that create a multi-level Account hierarchy. Cloud Kicks needs to see the total number of closed won opportunities and the revenue value for all accounts in the hierarchy when viewing a parent account. Which recommendation will meet this viewing requirement?

- A. Create a Roll-up Summary field on the parent account displaying the total value of won opportunity from the child accounts
- B. Configure Apex to update a custom field on the parent account with the total value of won opportunities from the child ^ accounts
- C. Configure a link on the account that will open a list view showing the total value of open opportunities for all accounts in the ^ hierarchy
- D. Create a workflow rule to update the custom field on the parent account displaying the total value of won opportunities from ^ the child account

Answer: A

NEW QUESTION 335

- (Exam Topic 4)

Assuming a private sharing model for opportunities, what would you recommend to make it easier to work with sales operations and marketing when trying to close a deal at UP?

- A. Create account teams for specific accounts
- B. Enable feed tracking on opportunities
- C. Create private groups for specific opportunities
- D. Create sales teams for specific opportunities (Select the best 2)

Answer: BD

NEW QUESTION 340

- (Exam Topic 4)

Cloud Kicks maintains two lines of business: individual sales and franchise sales, the sales cycle for franchise sales is more complex and involves more stages than the individual sales cycle. Which three action should the Consultant recommend to create a solution? Choose 3 answers

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

Answer: ABD

NEW QUESTION 341

- (Exam Topic 4)

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, Custom object-Shipment Status.
- B. Lead, Opportunity, Product, Custom object-Shipment Status.
- C. Opportunity, Opportunity product, Contract, Custom object Shipment Status.
- D. Lead, Account, Opportunity Product, Custom object -Shipment Status.

Answer: A

NEW QUESTION 342

- (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 347

- (Exam Topic 4)

Cloud Kicks wants to default Opportunity name to naming convention. Which solution the Consultant recommend?

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

Answer: A

NEW QUESTION 351

- (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 354

- (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 357

- (Exam Topic 4)

Universal Containers recently rolled out a Salesforce knowledge implementation; however, users are finding unreliable and unrelated Knowledge Articles displayed in the Knowledge One widget in the Salesforce Console. Which two actions should a Consultant recommend to address the lack of quality checking? Choose 2 answers

- A. Restrict the Manage Articles user permission
- B. Enable and configure wildcards for article searches
- C. Set up an intuitive Data Category hierarchy
- D. Require that an article be added when closing a case

Answer: BC

NEW QUESTION 362

- (Exam Topic 4)

A Consultant is implementing a new Sales Cloud instance for Cloud Kicks that has a public sharing model for Accounts. Different sal.. Accounts that create a multi-level Account Hierarchy. Cloud Kicks needs to see the total number of closed won Opportunities and the.. in the hierarchy when viewing a parent Account. Which recommendation will meet this viewing requirement?

- A. Create a workflow rule to update the custom field on the parent Account, displaying the total value of won Op.. Accounts.
- B. Configure a link on the Account that will open a list view showing the total value of open Opportunities for all..
- C. Configure Apex to update a custom field on the parent Account with the total value of won Opportunities from..
- D. Create a Roll-up Summary field on the parent Account, displaying the total value of won Opportunities from t..

Answer: B

NEW QUESTION 363

- (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 368

- (Exam Topic 4)

Sales representatives and partners of Universal Containers constantly complain about the poor quality of lead data. Leads are owned by the Vice President of Marketing, who has established a task force and a project to remedy the situation. Which approach should the task force consider to improve and maintain the quality of lead data? Choose 2 answers

- A. Use tools like the Lead Import wizard to identify and remove duplicates.
- B. Use Data.com to clean the existing lead data and new data going forward.
- C. Create a workflow notification when leads are created with poor Quality data.
- D. Import the lead data using the Find Duplicates wizard on the lead object.

Answer: AB

NEW QUESTION 370

- (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 373

- (Exam Topic 4)

Universal Containers has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child accounts. How can the sales representative provide this access?

- A. Add the user to each child account team; visibility will then roll up to the parent account.
- B. Add the user manually to the parent account team and each of the child account teams.
- C. Add the user to a public group for that account and share all child accounts to this group.
- D. Add the user to the account team on the parent account; the child accounts will inherit access.

Answer: B

NEW QUESTION 378

- (Exam Topic 4)

Which two use cases will protect the integrity of order data with activation limitations? Choose 2 answers

- A. Multiple reduction orders can be created for a single order.
- B. Orders can be activated only if they include a product.
- C. New Products can be added to Active Orders.
- D. Products can be removed from Active Reduction Orders.

Answer: AB

NEW QUESTION 381

- (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 382

- (Exam Topic 4)

UC needs to show a dashboard with forecast by product family with quotas. What solution should consultant recommend?

- A. Build a custom report with closed forecasting quotas with forecasting items
- B. Build a joined report with closed opportunities, forecasting items, and quotas
- C. Create an analytical snapshot to capture the opportunity forecast
- D. Customize Quotas with product report and add necessary fields

Answer: C

NEW QUESTION 384

- (Exam Topic 4)

The sales director does not want users viewing each other's Opportunities, but wants users to check to see that the Account does not already exist prior to creating a new Account. Which Organization-Wide Default should the Consultant recommend?

- A. Set Account to Public Read/Write, and Opportunity to Private.
- B. Set Account to Public Read Only, and Opportunity to Public Read Only.
- C. Set Account t and Opportunity to Private.
- D. Set Account to Public Read/Write, and Opportunity to Controlled by Parent.

Answer: A

NEW QUESTION 386

- (Exam Topic 4)

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

- A. Site.com
- B. Customer Community
- C. Salesforce Sites
- D. Force.com Sites

Answer: A

NEW QUESTION 389

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 391

- (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 396

- (Exam Topic 4)

The VP of Sales at Cloud Kicks wants to provide options to sales representatives for changing Account or Contract details for a created order. Which two conditions should the Consultant consider to meet this requirement? Choose 2 answers

- A. The Currency associated with the Order can be different from the new contract
- B. The Contract associated with the Order is also associated to the new Account
- C. The Order should be in Draft Status
- D. The price book associated with the Order is also associated to the new Account

Answer: BC

NEW QUESTION 399

- (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 404

- (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 409

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 414

- (Exam Topic 4)

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

- A. Associate the contact to other account using lookup field.
- B. Clone the contact record and add to the 2nd account.
- C. Add the contacts to the partner related list on the second Account.
- D. Enable Contact to multiple Accounts feature

Answer: D

NEW QUESTION 415

- (Exam Topic 4)

UC uses an approval process on Opportunity to streamline approvals. Sales management needs to analyse the numbers of opportunities at each step in the approval Process. What Solution will support this request?

- A. Create an approval process report and group by opportunity and approval step.
- B. Create an opportunity with approvals report and filter by approval step.
- C. Use a field update to capture the approval step on the opportunities for reporting.
- D. Add a roll-up summary field for approvals related to opportunities for reporting.

Answer: A

NEW QUESTION 417

- (Exam Topic 4)

Cloud Kicks needs the ability to determine the effectiveness of a recent marketing campaign on new leads. Which solution should the Consultant recommend?

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

Answer: A

NEW QUESTION 420

- (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 422

- (Exam Topic 4)

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

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

Answer: BCD

NEW QUESTION 425

- (Exam Topic 4)

Currently at Cloud Kicks, the Lead Source field is used to track what event a lead originated from. The Marketing Director requested a report that shows every event a lead has attended.

Which standard Salesforce functionality can a Consultant recommend?

- A. Implement Campaigns to track events and define a Campaign Management process.
- B. Create a custom field to track the second event a Lead attends
- C. Update the Lead Source field to the most recent event a lead has attended using process builder
- D. Configure a custom Events object and relate it to the Lead object

Answer: A

NEW QUESTION 427

- (Exam Topic 4)

Universal Containers has recently set up an email-to-case channel for customer to submit cases. However, they are having trouble tracking and relating email responses to the related Salesforce case. What should a Consultant recommend to address this issue?

- A. Convert to an On-Demand Email-to-Case setup
- B. Use Omni-Channel to automatically route inbound email
- C. Assign a user to manually manage incoming email
- D. Insert a reference Thread ID in the email subject template

Answer: D

NEW QUESTION 428

- (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 430

- (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 435

- (Exam Topic 4)

A sales Rep in the UC won a sales deal and set the opportunity stage as Closed/Won. What impact will this change have on the opportunity in the forecast?

- A. It will be associated with the Closed/Won forecast category and automatically contribute to the forecast.
- B. It will be associated with the Closed/Won forecast category and will need to be added by the sales rep.
- C. It will be associated with the Closed/Won forecast category and will need to be committed by the sales rep.
- D. It will be associated with the Closed/Won forecast category and contribute to the forecast once approved with the manager.

Answer: A

NEW QUESTION 440

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 442

- (Exam Topic 4)

Sales Management at Universal Containers is concerned that pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are closed/won. Which solution will help sales management identify and address the issue? Choose 2 answers

- A. Use a workflow rule to email sales management when the opportunity is created in the closed won stage.
- B. Create a report that displays opportunities that have a closed date less than or equal to the created date.
- C. Run the opportunity pipeline standard report to view the upcoming opportunities by stages
- D. Create a workflow rule that automatically updates the opportunity to the first stage in the sales process

Answer: AB

NEW QUESTION 445

- (Exam Topic 4)

Sales representatives at Universal Containers log activities on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activities on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?

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

Answer: B

NEW QUESTION 449

- (Exam Topic 4)

Universal Containers is deploying a formal sales methodology while implementing salesforce. What should a consultant recommend to ensure the alignment of the sales methodology and Salesforce? Choose three answers:

- A. Embed custom components within Salesforce to support the sales methodology.
- B. Override Salesforce user interface with the sales methodology user interface.
- C. Consider available sales methodology AppExchange applications.
- D. Develop data integration between salesforce and the sales methodology database.
- E. Configure Salesforce Standard and custom objects to support the sales methodology.

Answer: ACE

NEW QUESTION 452

- (Exam Topic 4)

Universal Containers has a private sharing model. Sales representatives own accounts and would like to collaborate with relevant people from other departments (e.g., marketing and product management). The role hierarchy has separate branches for each department to facilitate reporting. What should a consultant recommend to ensure collaborating team members can report on and access relevant data in Salesforce? Choose 2 answers

- A. Use manual sharing on account to share specific records.
- B. Use Chatter to share records with relevant people.
- C. Use account team to share records to relevant people
- D. Use opportunity team to share records with relevant people.

Answer: AC

NEW QUESTION 453

- (Exam Topic 4)

Cloud Kicks requires sales associates to record all activities within Salesforce. Which sales metric can be derived from these activities?

- A. Close Rate
- B. Close Rate
- C. Rate of Contact
- D. Marketing Influence

Answer: C

NEW QUESTION 457

- (Exam Topic 4)

What features of work.com can managers use to help sales representatives meet their quotas? Choose 2 answers

- A. Coaching plans to help the sales rep drive results
- B. Coaching feed visible to the entire sales teams
- C. Coaching feedback that automatically adjusts the goals
- D. Coaching dashboards to monitor progress

Answer: AD

NEW QUESTION 458

- (Exam Topic 4)

A Consultant for Cloud Kicks Sales Cloud has proposed implementing an Account Hierarchy. What impact could the redesign have on the org?

- A. The ownership of an Account determines the visibility of the Account Hierarchy.
- B. The value of all Opportunities in an Account Hierarchy are visible on the parent Account
- C. The Account Hierarchy can be visualized from all levels in the structure.
- D. A user who owns an Account at the bottom of the hierarchy has access to all parent Accounts.

Answer: C

NEW QUESTION 459

- (Exam Topic 4)

UC operates in two currencies: EUR and USD. Its corporate currency is USD. When a sales team member tries to add products to an opportunity for a customer in the Eurozone, they are unable to find EUR prices. What is the likely cause of this problem? Choose 2 answers:

- A. Opportunity currency is set to USD.
- B. Price book entries are missing EUR prices.
- C. Sales users default currency is set to USD.
- D. Advanced currency management is deactivated.

Answer: AB

NEW QUESTION 462

- (Exam Topic 4)

Universal Containers uses products in Salesforce and has private security model. The product management Employee do not have access to all opportunities but would like to track the performance of a new product after it is launched.

What would a consultant recommend to allow the product management employee to track the performance of the product?

- A. Create a criteria based sharing rule to add the product management team to relevant opportunities.
- B. create a trigger to add the product management team to the sales team of the relevant opportunities
- C. Create a trigger to set the product manager as owner for opportunity on the new product.
- D. Create a new product and add it to the price book with the product manager as the owner

Answer: A

NEW QUESTION 465

- (Exam Topic 4)

Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect. What steps should a consultant recommend in this scenario?

- A. Create a campaign, associate the leads to the campaign, and qualify the respondents.
- B. Create both account and contact records, then associate the contacts to the campaign.
- C. Create a campaign, qualify the respondents, and create accounts and contacts.
- D. Create leads, convert them to opportunities, and qualify the respondents on the opportunities.

Answer: A

NEW QUESTION 468

- (Exam Topic 4)

Universal Containers North American and European sales teams have different business requirements related to creating new 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 470

- (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 472

- (Exam Topic 4)

Universal Containers has hired a consulting firm to implement its new Service Cloud platform and requires quick iterations and a speedy project completion. UC has requested frequent project updates for check-ins and refinement. Which methodology should the Consultant recommend given the requirements?

- A. Kanban
- B. Waterfall
- C. Agile
- D. Force.com IDE

Answer: C

NEW QUESTION 473

- (Exam Topic 4)

Cloud Kicks recently completed an implementation of Sales Cloud. CK has trained its users to use the Salesforce Mobile app to access Salesforce from their mobile devices and wants to determine how often the Salesforce Mobile app is being used. What should the consultant recommend?

- A. Use the lightning Usage app to view Mobile activity
- B. Create a custom report type between users and Mobile activity
- C. Create a custom report type between users and Identity Event Logs
- D. Open a case with Salesforce

Answer: A

NEW QUESTION 475

- (Exam Topic 4)

What should you do before you enable communities for your organization? Choose 3 answers

- A. Choose a domain name
- B. Turn on the global header for users that need it
- C. Review your security settings
- D. Check you have the required licenses

Answer: ACD

NEW QUESTION 477

- (Exam Topic 4)

Which two solutions should a consultant recommend if a sales process requires opportunities to have associated product line items before moving the opportunity to the negotiation stage? Choose 2 answers.

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

Answer: AC

NEW QUESTION 480

- (Exam Topic 4)

What statement is true about the Salesforce Knowledge article lifecycle?

- A. Knowledge uses public groups as a way to assign users to specific tasks related to articles
- B. approval processes CANNOT allow publishing of the articles that have specific statuses
- C. Article permission sets allow agents to participate in the article publishing process
- D. Articles CANNOT be published until they are reviewed and validated by a qualified author

Answer: C

NEW QUESTION 484

- (Exam Topic 4)

What are two considerations for enabling multiple currencies at Cloud Kicks? Choose 2 answers

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

Answer: BD

NEW QUESTION 488

- (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 493

- (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 497

- (Exam Topic 4)

UC wants to implement a website for a new product launch. The site should be publicly available, allow visitors to submit requests for information, and be managed by the non-technical marketing team. What solution should the consultant recommend?

- A. Site.com
- B. Customer Community
- C. Salesforce Sites
- D. Force.com Sites

Answer: A

NEW QUESTION 498

- (Exam Topic 4)

Universal Containers wishes to track relationships between its customers. For example, some customers are suppliers for other customers. What should a consultant recommend to track multiple customer relations?

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

Answer: A

NEW QUESTION 503

- (Exam Topic 4)

Cloud Kicks has three unique product lines, each with a unique sales cycle. Prospect qualification is consistent across the product lines; sales representatives then follow the specific product line's sales cycle. Which two actions should a Consultant recommend to achieve these requirements? Choose 2 answers

- A. Define the default opportunity teams for each opportunity record type.
- B. Define sales stages that align with opportunity record types.
- C. Create sales process to map to each opportunity record type
- D. Create opportunity record types for each sales process.
- E. Create public groups for each opportunity sale process.

Answer: BC

NEW QUESTION 506

- (Exam Topic 4)

Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process. What solution should a consultant recommend to meet these requirements? Choose 2 answers

- A. Create sales stages that align with opportunity record types.
- B. Configure opportunity record types for each sales process.
- C. Define sales processes to map to each opportunity record type.
- D. Define the default opportunity teams for each opportunity record type.

Answer: BC

NEW QUESTION 511

- (Exam Topic 4)

In order to increase and promote adoption, sales management at Cloud Kicks wants sales representatives to follow Opportunities they create. Which two actions should the Consultant recommend to create a solution? Choose 2 answers

- A. Turn on the Chatter feed settings that enables stage notifications to opportunity owners.
- B. Create a report with newly created Opportunities and have sales management subscribe to the report.
- C. Use Process Builder with an Action Type of Follow Chatter when a record is created or edited.
- D. Turn on the Chatter feed settings that enable users to automatically follow records that they create.

Answer: BD

NEW QUESTION 512

- (Exam Topic 4)

Universal Containers has a public sharing model for accounts and uses the parent account field to create a multi-level account hierarchy. When viewing a parent account, the company would like to see the total value of open opportunities for all accounts in the hierarchy. What solution should a consultant recommend to meet this requirement?

- A. Use apex to update a custom field on the parent account with the total value of open opportunities from the child accounts.
- B. Create a roll-up summary field on the parent account showing the total value of open opportunities from the child accounts.
- C. Define a workflow rule to update the custom field on the parent account with the total value of open opportunities from the child accounts.
- D. Create a link on the account that opens a report showing the total value of open opportunities for all the accounts in the hierarchy.

Answer: A

NEW QUESTION 514

- (Exam Topic 4)

Cloud Kicks is considering using person Accounts to manage costumers, while using business Accounts to manage companies. What should the Consultant advise?

- A. Person Accounts cannot be related to Accounts in a hierarchy.
- B. Person Accounts can be disabled from Setup.
- C. Account hierarchy allows person Accounts.
- D. Person Accounts can only be child Accounts.

Answer: A

NEW QUESTION 516

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 521

- (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 526

- (Exam Topic 4)

Cloud Kicks is implementing Enterprise Territory Management for its retail sales unit. The sales director wants a detailed roll-up forecast for Territories to be provided.

Which two recommendations should the Consultant make? Choose 2 answers

- A. Include the Forecast Manager field on the Territory page layout.
- B. Create Apex class code to roll up forecast details for a Territory.
- C. Assign a Forecast Manager to a Territory.
- D. Include the Formula field in the Territory page layout.

Answer: AC

NEW QUESTION 528

- (Exam Topic 4)

Universal Insurance is a large insurance company with a customer base that includes both individual consumers and businesses. The company has implemented Person Accounts in Salesforce. It has a custom object for policies that needs to relate to both Person Accounts and Business Accounts. What is the minimum configuration on the policy custom object needed to meet this requirement?

- A. Create a contact lookup field and an account lookup field
- B. Create a master-detail account relationship
- C. Create a master-detail contact relationship
- D. Create a custom contact lookup field

Answer: B

NEW QUESTION 533

- (Exam Topic 4)

Universal Containers requires its sales representatives to go through an internal certification process to sell certain groups of products. What could be done to prevent a sales representative from adding these products to opportunities if they are not certified to sell them? Choose 2 answers

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

Answer: BD

NEW QUESTION 537

- (Exam Topic 4)

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

- A. Ensure the Person Account checkbox on the Lead is checked prior to conversion.
- B. Ensure the Company field is left blank to ensure it is converted into person Account.
- C. Ensure the Company field is populated with "Person" to ensure it's converted into a person Account.
- D. Ensure that there are separate record types for business Account Leads and person Account Leads.

Answer: B

NEW QUESTION 540

- (Exam Topic 4)

While designing a Contact Center, which two solutions can be used to enable to manage multiple cases at the same time? Choose 2 answers

- A. Interactive Voice Response
- B. Social Customer Service
- C. Computer Telephone Integration
- D. Live Agent

Answer: BD

NEW QUESTION 544

- (Exam Topic 4)

The Marketing Department at Universal Containers is migrating from legacy campaign and email management system to Salesforce and want to ensure that its communication material is migrated as well.

What should a consultant recommend to migrate the Marketing Department's email templates?

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

Answer: C

NEW QUESTION 546

- (Exam Topic 4)

Universal Containers has determined that case list views are slow to load because of the large number of cases in the system Which two actions will improve the performance of the list views? Choose 2 answers

- A. Reduce the number of fields displayed
- B. Restrict visibility on the views
- C. Filter the views by case owner
- D. Remove the filter criteria from the views

Answer: AC

NEW QUESTION 550

- (Exam Topic 4)

Universal Containers is exploring ways to provide their customers with more self-service options in their new Customer Community to reduce the number of interactions with their contact center. Which two features should a Consultant consider implementing? Choose 2 Answers

- A. Add the Question action to Chatter in the community publisher
- B. Use a community template to set up their customer community
- C. Enable Live-Agent in their community to chat with an agent
- D. Enable web-to-case on their public website

Answer: AB

NEW QUESTION 553

- (Exam Topic 4)

Universal Containers is bringing a new division under their existing Customer Service Contact Center. This will involve servicing several thousand new customers. Which method should a consultant recommend for importing this data into Universal Containers' Service Cloud instance?

- A. Bulk Data transfer API
- B. Data Integration via SOAP API
- C. Java language Specific Toolkit
- D. Cloud-to-Cloud Integration Toolkit

Answer: A

NEW QUESTION 557

- (Exam Topic 4)

The finance department of UC is noticing a decline in profitability, which they attribute to an excessive number of Discounts on opportunities. What can the finance department do to monitor and control opportunity discounting? Choose 2 answers

- A. Create a custom roll-up field to calculate the average product discount for each customer.
- B. Ensure that sales management approves discount requests for each opportunity.
- C. Run a report on opportunities showing list price and discounted price.
- D. Limit the number of discounted products that can be added to an opportunity.

Answer: BC

NEW QUESTION 562

- (Exam Topic 4)

A sales manager at Cloud Kicks is reviewing teams opportunities in the forecast tab. The sales manager wants to split an opportunity with two sales representatives in different regions.

Which three actions should the Consultant recommend to meet these requirements?

- A. Create a custom Opportunity currency field.
- B. Enable Overlay Splits
- C. Enable Opportunity Splits.
- D. Create custom Product Families.
- E. Enable Opportunity Teams.
- F. Create Revenue Split Types.

Answer: BCF

NEW QUESTION 565

- (Exam Topic 4)

Universal Containers has three sales divisions: hardware, software and consulting. Hardware and software division follow ten steps sales process. The consulting division follow eight step division processes and does not use the prospecting or perception analysis stage during the sales cycle. Which solution should a consultant recommend to meet this requirement? Choose 3 Answers

- A. Create the record types.
- B. Create separate stage fields.
- C. Create separate page layout.
- D. Create sales process.
- E. Define stage picklist values.

Answer: ADE

NEW QUESTION 566

- (Exam Topic 4)

Universal Containers decided to start using salesforce for all its sales automation its current sales database has about 50 million records. These records were all migrated into the database from other legacy systems. After migration to salesforce UC wants to be able to search and cross reference records with the original source system. What should a consultant recommend to meet the requirement?

- A. Use the standard external Id field and map this to the current record Id Value
- B. Use the standard external Id field and map this to the original record Id value
- C. Use a custom external Id field and map this to the original record id value
- D. Use a custom field named external Id and map this to the current record Id Value

Answer: C

NEW QUESTION 569

- (Exam Topic 4)

The marketing Manager at Universal Containers wants to leverage the power of sales cloud to support the sales following requirement:

* monitor website traffic

- * Email 1200 leads per day
- * capture customer satisfaction survey result on a web form
- * Understand (report) the case of marketing exercise vs sales activity What should a consultant recommend to meet this requirement?

- A. Use mass email, campaign, campaign influence, web-to-lead, opportunity and report
- B. Use community campaign, web-to-lead, opportunity and report and dashboard
- C. Use site.com campaign web-to lead opportunity, report, and dashboard
- D. Use AppExchange marketing app, campaign, web-to-lead, opportunity and report

Answer: D

NEW QUESTION 572

- (Exam Topic 4)

Universal Containers initiates cases based on electronic transmissions from power units. The case management process is as follows:

A work order is submitted to a field service team to perform a technical review.

After the technical review is closed, an agent needs to contact the customer to review activities. Cases can only be closed after the customer review has been completed

Universal containers needs to determine whether the work orders and customers contacts should be stored as child cases or on a related custom object

Which three aspects should the consultant consider to meet these requirements? Choose 3 answers

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

Answer: AC

NEW QUESTION 576

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 580

- (Exam Topic 4)

The Cloud Kicks IT team has noticed that there are many duplicate person Accounts. The team can often easily identify duplicates and wants to merge them.

Which consideration should the Consultant convey regarding person Account merges?

- A. Person Accounts can be merged automatically by enabling the option in Account Setup.
- B. Person Accounts can be merged with other person Accounts.
- C. Person Accounts with a redundant relationship can be merged with duplicate matching rules.
- D. Person Accounts can be merged with Contact records.

Answer: B

NEW QUESTION 582

- (Exam Topic 4)

Sales management at Universal Containers needs to provide channel partners with easy access to approved product documentation. They also need to notify partners about the material revisions and updates. How can they achieve these goals in Salesforce?

- A. Enable Content in the Partner Community and enable Content email alerts for partner users.
- B. Enable the Document tab in the Partner Community and enable email alerts for partner users.
- C. Add the Content related list to the partner contact page layout and enable content delivery.
- D. Add the Content related list to the partner account page layout and enable content delivery.

Answer: A

NEW QUESTION 584

- (Exam Topic 4)

Cloud Kicks wants to improve its Return On investment (ROI) by creating intelligent processes built on trusted, targeted data. What are two justifications for using third-party data enrichment tools? Choose 2 answers

- A. To create customer segment with personas and scoring
- B. To enrich customer data signaling intent to purchase
- C. To survey prospects on post-purchase of competitors' products
- D. To monitor customers' and prospects' NPS score with their customers

Answer: BD

NEW QUESTION 585

- (Exam Topic 4)

Reps only entering opportunities after the closed/won stage – how to change this behavior (choose 2 answers:)

- A. Remove stages& fields that are not critical
- B. Create opportunity stage report
- C. User adoption dashboard
- D. Workflow rule to alert sales manager when opportunity stage changes

Answer: AC

NEW QUESTION 587

- (Exam Topic 4)

Universal Containers has just enabled advanced currency management. The Vice-president (VP) of Asia Pacific Sales wants to view currency in opportunity revenue reports in both the corporate currency of USE and the relevant country's currency. The VP of Asia Pacific Sales uses USE as the default currency. What solution should a consultant recommend to meet this requirement?

- A. Create a dashboard and set the display currency to show all currencies for Asia Pacific.
- B. Create an opportunity revenue report for each country and use a Joined report to display values.
- C. Create a dashboard and a dashboard filter to only display Asia Pacific currencies.
- D. Create an opportunity revenue report and include the amount and converted amount values.

Answer: D

NEW QUESTION 589

- (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 591

- (Exam Topic 4)

UC is undergoing a sales reorganization and wants to enable territory management. What should UC review before enabling territory management? Choose 2 answers

- A. Opportunities and forecasting
- B. Account and opportunity sharing
- C. Quotes and orders
- D. Multi-currency and contracts

Answer: AB

NEW QUESTION 596

- (Exam Topic 4)

Universal Containers has configured salesforce to store all individual consumer contact under a single account called "Consumer". The consumer business has grown to more than 500,000 Contacts. Mass update are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. What should consultant recommend to improve system performance? Choose 2 answers

- A. Enable person account and migrate the data
- B. Ensure that no single account has more than 10000 contacts
- C. Removes the account assignment for all objects
- D. Add an index to the account field on the contact object

Answer: AB

NEW QUESTION 597

- (Exam Topic 4)

When an Opportunity Stage is marked as Closed Won, Cloud Kicks wants an email to be sent to a team of Executives. This email should include details about the Opportunity along with the related Opportunity Products and Account. Which solution should the Consultant recommend to active this requirement?

- A. Use Process Builder and HTML Email Templates.
- B. Develop an Inbound Email Service.
- C. Use Workflow rules and HTML Email Templates.
- D. Develop a custom Apex Trigger that uses custom email messaging.

Answer: D

NEW QUESTION 602

- (Exam Topic 4)

The Consultant at Cloud Kicks has successfully implemented the Einstein lead Scoring feature and now wants to measure the effectiveness and track lead

conversation rates. Which three standard dashboards are available? Choose 3 answers

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

Answer: CDE

NEW QUESTION 604

- (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 606

- (Exam Topic 4)

Universal Containers is planning to hire more sales representatives in response to growth. To optimize their sales impact, the sales management team wants to know what data should the sales management team consider when developing the sales strategy. 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 607

- (Exam Topic 4)

UC would like to record performance about the conference and people who attended them. A contact would potentially attend multiple conference. 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. Create a custom object for conference and a custom object to record attendee information
- B. Use campaign for conference and add Campaign member to record attendee information
- C. Create a custom object for conference and a custom lookup field to conference on Contact
- D. Use campaign for conference and a custom object to record attendee information

Answer: B

NEW QUESTION 612

- (Exam Topic 4)

Universal Containers uses Products in Salesforce and has a private security model. The product Management employees do NOT have access to all opportunities but want to track the performance of a new product after it is launched. What should a consultant recommend to allow the product management employees to track the performance of the product.

- A. Create a trigger to set the product manager as owner for opportunities on the new product.
- B. Create a trigger to add the product management team to the sales team of relevant opportunities.
- C. Create a criteria-based sharing rule to add the product management team to relevant opportunities.
- D. Create a new product and add it to the price book with the product manager as an owner.

Answer: B

NEW QUESTION 613

- (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 614

- (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 contact's Facebook profile (e.g. contact's wall postings).

What is preventing the sales representative from accessing detailed information on the contact's 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 615

- (Exam Topic 4)

Universal Containers acquires sales leads each year through trade show attendance by its sales and marketing employees. 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 leads to Data.com to remove duplicates and select the option to have them automatically imported
- B. Upload leads using Data Loader and enable "Find Duplicate" setting to prevent duplicates
- C. Upload leads using Lead Import wizard and select the appropriate field to match duplicates against existing records
- D. Upload leads and click "Find Duplicates" button for each lead record to identify potential duplicate lead

Answer: C

NEW QUESTION 617

- (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 621

- (Exam Topic 4)

The Sales Director at Cloud Kicks noticed that while Lead conversion rates were high, Opportunities were not moving through the sales cycle, many of the contacts that were converted had no phone, email, or background information captured. Which three solutions can be used to improve the quality of Leads being converted? Choose 3 answers

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

Answer: BDE

NEW QUESTION 626

- (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 627

- (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 be able to edit these fields in case last minute updates are required. Which solution should a consultant recommend?

- 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 630

- (Exam Topic 4)

Sales stages are shared between sales methodologies at Cloud Kicks; however, there are three product lines with unique sales methodologies- A few sales stages overlap between the three. Which three components should be configured to support this? Choose 3 answers

- A. Three sales processes
- B. One hybrid sales process

- C. One set of opportunity stages
- D. Three record types
- E. Three sets of opportunity stages
- F. Three page layouts

Answer: ADE

NEW QUESTION 633

- (Exam Topic 4)

The Cloud Kicks global sales team has asked for a simpler way to view and manage its Opportunity pipeline. The team is often responsible for hundreds of deals at a time across multiple countries and currencies. The account executive has suggested using the Kanban view. What are three considerations? Choose 3 answers

- A. The Kanban view can show rollup summaries for currency fields.
- B. The Kanban view can summarize records by currency fields.
- C. The Kanban view displays amounts in the user's currency.
- D. The Kanban view can display a maximum of 200 records.
- E. The Kanban cards display up to 10 fields.

Answer: BCD

NEW QUESTION 635

- (Exam Topic 4)

Sales representatives at Universal Containers want to share product specifications 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 637

- (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 should the system 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 640

- (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 641

- (Exam Topic 4)

Universal Containers plans to migrate its existing knowledge base into Salesforce Knowledge. Which three statements must be considered? Choose 3 answers

- A. A separate .csv import file is uploaded for each data category
- B. Each article must be associated to an article type
- C. A separate .csv import file is uploaded for each article type
- D. Attachments and .html files must be referenced in a corresponding .zip file
- E. Once .csv import file is uploaded for all article types

Answer: BCD

NEW QUESTION 643

- (Exam Topic 4)

UC wants to migrate accounts from a legacy system into Salesforce. The client wants the unique account IDs for the account records in the legacy system to be imported into Salesforce to allow a quality control comparison to be conducted after the migration is complete and facilitate future integration. What solution should the consultant recommend to meet this requirement?

- A. Create a custom external ID field in Salesforce and migrate the legacy system account ID into this field

- B. Create a custom object called external ID and migrate the legacy system account ID data into this custom object.
- C. Ensure that the names of the account records are migrated correctly so the client can conduct proper quality control U testing.
- D. Create a custom unique number field in Salesforce and migrate the legacy system account ID into this field.

Answer: A

NEW QUESTION 644

- (Exam Topic 4)

The Service Manager at Universal Containers wants to improve the adoption of public Knowledge Articles and has decided to review published articles that have NOT been updated in the last 90 days, so that out-of-date articles can be refreshed. Which solution will allow the Service Manager to see the articles that need to be reviewed?

- A. Provide the Service Manager with the edit permissions to the standard Knowledge Article reports
- B. Create a custom report for Knowledge Articles that filters the results based on publications status and last modified date
- C. Create a custom list view for Knowledge Articles that filters the results based on publication status and last modified date
- D. Provide the Service Manager with edit permissions to the standard Knowledge Article views

Answer: B

NEW QUESTION 646

- (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. Upload 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 647

- (Exam Topic 4)

UC wants to use its customer portal to allow customers to provide suggested changes to products and comment on other people's suggestions. What Salesforce feature supports this?

A.

Answer: D

Explanation:

- B. Chatter
- C. Solutions
- D. Ideas

NEW QUESTION 650

- (Exam Topic 4)

Universal Container (UC) is currently live with Sales Cloud and in the process of implementing Service Cloud. UC wants to create a sandbox to test its Service Cloud implementation with real Sales Cloud Data. Which three Sandbox types can be used to accomplish this? Choose 3 answers

- A. Test Sandbox
- B. Partial Copy Sandbox
- C. Full Sandbox
- D. Developer Pro Sandbox
- E. Administrator Sandbox

Answer: BCD

NEW QUESTION 652

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