



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 is planning for the migration of an existing knowledge base into Salesforce Knowledge. Which set of factors should be considered in selecting which articles to migrate?

- A. Last modified date and frequent search terms
- B. Last modified date and number of recent article views
- C. Original creation date and average rating of articles
- D. Original creation date and total number of article views

Answer: B

NEW QUESTION 3

- (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 4

- (Exam Topic 1)

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

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

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

Answer: CD

NEW QUESTION 5

- (Exam Topic 1)

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

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

Answer: B

NEW QUESTION 6

- (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 7

- (Exam Topic 1)

A company would like to implement a solution that would hold service reps accountable to customer Service Level Agreements. Which two steps should be completed to meet this request? Choose 2 answers

- A. Enable Work Orders.
- B. Create an Entitlement Process.
- C. Set up Milestones.
- D. Configure Service Contracts.

Answer: BC

NEW QUESTION 8

- (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 9

- (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 10

- (Exam Topic 4)

Universal Containers allows its Sales Rep to negotiate up to 5% discount for their opportunities. Discount more than 5% must be sent to their Regional Sales Manager (RSM) for the approval. Discount greater than 15% must be able to send to Regional Vice President (RVP) for the approval. What should a consultant recommend to meet these requirements?

- A. Configure a workflow approval task and email to RSM and RVP.
- B. Create two approval processes one for RSM and one for RVP.
- C. Create two step approval processes for the RSM and RVP as approvers.
- D. Configure an approval process for the RSM and workflow for the RVP.

Answer: C

NEW QUESTION 10

- (Exam Topic 4)

Universal Containers 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 12

- (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 14

- (Exam Topic 4)

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

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

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

Answer: D

NEW QUESTION 16

- (Exam Topic 4)

Universal Containers has a complex sales process that requires two different sets of sales stages for opportunities with an opportunity amount above or below USD \$100,000. What should a consultant recommend to meet this requirement?

- A. Create two sales processes, two opportunity record types, and a workflow rule triggered by sales stage.
- B. Create two sales processes, two opportunity record types, and a workflow rule triggered by the opportunity amount.
- C. Create one sales process and a validation rule that evaluates opportunity amount to determine the appropriate sales stage.
- D. Create two sales processes and a workflow rule triggered by opportunity amount to assign a sales process.

Answer: B

NEW QUESTION 18

- (Exam Topic 4)

The sales management team of Universal Containers has noticed that opportunities are taking longer to close. Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days. What analytics tool can the sales management team leverage to help determine the cause? Choose 2 answers

- A. Dashboard of opportunity stage duration
- B. Report on the discount approval time for quotes
- C. Dashboard of Month-over-month trend of lead conversions
- D. Report on campaign return on investment (ROI)

Answer: AB

NEW QUESTION 19

- (Exam Topic 4)

Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four opportunities for the current quarter that are detailed below:

- \$3,500 opportunity in the Best Case forecast category
- \$2,000 opportunity in the Commit forecast category
- \$1,000 opportunity that has been closed/won
- \$1,000 opportunity that has been lost

What are the sales representatives Best Case forecast for the current quarter?

- A. \$2,000
- B. \$5,500
- C. \$3,500
- D. \$6,500

Answer: D

NEW QUESTION 21

- (Exam Topic 4)

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

Cloud Kicks also has existing roll-up summary fields.

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

Answer: A

NEW QUESTION 22

- (Exam Topic 4)

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

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

- A. Review converted Lead data with Sales and Marketing leaders to understand the interaction patterns that led to conversion.
- B. Begin with recommended base Lead Score of 100. After a predetermined amount of time, evaluate the results and adjust the Score accordingly.

- C. Begin with the recommended base Lead Grade of B-. After a predetermined amount of time, evaluate the result and adjust the Grade accordingly.
- D. Work with subject matter experts to define the key attributes of the ideal customer for Cloud Kicks' products.
- E. Configure a qualification screen-based flow to assist Sales Reps in quickly determining which Leads are high priority.

Answer: BC

NEW QUESTION 26

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 30

- (Exam Topic 4)

A Sales Cloud implementation at Universal Containers requires a global design that involves multi-currency, multi-language, region-specific sales processes and workflows. Which factor is important for optimizing user adoption? Choose 2 answers

- A. plying realistic training data in the corporate standard currency
- B. Customizing the training curriculum for each specific region
- C. Developing only a standardized, global training curriculum for all users
- D. Communicating the training plan well in advance of training start date

Answer: BD

NEW QUESTION 32

- (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 36

- (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 38

- (Exam Topic 4)

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

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

Answer: ABE

NEW QUESTION 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 46

- (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)

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

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

Answer: C

NEW QUESTION 49

- (Exam Topic 4)

Universal Container generates the sales proposal for each opportunity and needs to share it with the customer. All members of the sales team are able to update and comment on the proposal. It is important that customer does not see the earlier version of the proposal or the team comments. Which solution should a consultant recommend to meet this requirement?

- A. Upload proposal as Chatter file on the opportunity record and share with customer using a link.
- B. Save the proposal as an attachment on the opportunity record and share with customer using with the U link.
- C. Upload the proposal in the private chatter group accessible to the sales team and invite the customer to join.
- D. Save the proposal as chatter file on opportunity record and add the customer as follower.

Answer: A

NEW QUESTION 51

- (Exam Topic 4)

Universal containers would like to capture business sector information on a lead and display the information on the account and contact once the lead has been converted. How can these requirements be met?

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

Answer: B

NEW QUESTION 54

- (Exam Topic 4)

Universal Containers needs the ability to associate installed products at an account to specific cases. Those installed products contain information on the account's contracted Service Level Agreement (SLA) as well as the installed product serial number. Which approach should Universal Containers consider implementing to best satisfy these requirements?

- A. Create a lookup to a custom object for the installed product
- B. Use the standard Opportunity relationship
- C. Use the standard Asset relationship
- D. Create a lookup object to the contract record

Answer: C

NEW QUESTION 58

- (Exam Topic 4)

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

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

Answer: CDE

NEW QUESTION 62

- (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 65

- (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 67

- (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 72

- (Exam Topic 3)

What types of records can be added to Salesforce from Data.com? (Select all that apply)

- A. Opportunities
- B. Contacts
- C. Leads
- D. Accounts
- E. Campaigns

Answer: BCD

NEW QUESTION 74

- (Exam Topic 3)

Sales methodology means an industry-recognized standard sales process.

- A. True
- B. False

Answer: B

NEW QUESTION 79

- (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 84

- (Exam Topic 3)

Import 100 leads/mo – need to prevent dups.

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

Answer: A

NEW QUESTION 87

- (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 92

- (Exam Topic 3)

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

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

Answer: ABC

NEW QUESTION 94

- (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 95

- (Exam Topic 3)

Sales reps shouldn't be able to edit certain opportunity fields after closed/won stage (fields reserved for sales ops).

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

Answer: A

NEW QUESTION 99

- (Exam Topic 3)

Which pair of reports is best associated with the business driver "Improve Sales Rep productivity"?

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

Answer: A

NEW QUESTION 103

- (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 108

- (Exam Topic 3)

Which option best identifies with the Chatter Home Page?

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

Answer:

A

NEW QUESTION 109

- (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 112

- (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 115

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Contact Roles" ?

- 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: C

NEW QUESTION 118

- (Exam Topic 3)

What should you keep in mind when designing a solution to improve Sales Rep productivity? (Select all that apply)

- A. Links may be confusing; use them sparingly
- B. Including App Exchange mash-ups may slow down Sales Reps
- C. Information should be entered only once
- D. Finding information should only be a few clicks away

Answer: CD

NEW QUESTION 120

- (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 123

- (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 126

- (Exam Topic 3)

Which of the following is good Chatter Etiquette? (Select all that apply)

- A. Connect with co-workers by letting them know about your weekend
- B. Direct users to a subject matter experts
- C. Ask questions to gain vertical expertise
- D. Ask questions about bonus schedules

Answer: BC

NEW QUESTION 130

- (Exam Topic 3)

Which metric influences customer satisfaction? Choose 2 answers:

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

Answer: AD

NEW QUESTION 132

- (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 135

- (Exam Topic 3)

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

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

Answer: BCE

NEW QUESTION 140

- (Exam Topic 3)

The native mass email functionality is not recommended for marketing.

- A. True
- B. False

Answer: A

NEW QUESTION 142

- (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 147

- (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 152

- (Exam Topic 3)

Sales should evaluate lead quality and provide feedback to marketing.

- A. True
- B. False

Answer: A

NEW QUESTION 157

- (Exam Topic 3)

What should you do when migrating Opportunities?

- A. Determine if you need to load owner who are not current users
- B. Always load all owners, including those who are not current users
- C. Only load owners who are current users
- D. Load all available data, including owners

Answer: A

NEW QUESTION 158

- (Exam Topic 3)

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

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

Answer: D

NEW QUESTION 159

- (Exam Topic 3)

Data.com: The checkmark next to records in search results indicates the record is already in Salesforce.

- A. True
- B. False

Answer: B

NEW QUESTION 164

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Sales Processes" ?

- 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 automatic the sales methodology.
- F. Determines the sales stages of an organization.

Answer: F

NEW QUESTION 168

- (Exam Topic 3)

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

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

Answer: B

NEW QUESTION 169

- (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 172

- (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 176

- (Exam Topic 2)

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

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

Answer: A

NEW QUESTION 180

- (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 184

- (Exam Topic 2)

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

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

Answer: A

NEW QUESTION 185

- (Exam Topic 2)

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

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

Answer: BCD

NEW QUESTION 190

- (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 193

- (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 197

- (Exam Topic 2)

Forecast Category "Pipeline" can be summarized as:

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

Answer: D

NEW QUESTION 201

- (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 202

- (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 206

- (Exam Topic 2)

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

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

Answer: B

NEW QUESTION 211

- (Exam Topic 2)

AW Computing just added the "Total Converted Leads in Hierarchy" roll-up summary field to all campaign page layouts. However, the administrator cannot see the new field on a campaign record. What else needs to be configured to see this field?

- A. Select the "Marketing User" checkbox
- B. Select the "Create" permission for the Campaigns object
- C. Set the org-wide defaults for the Campaign object to "Public Full Access"
- D. Make the field visible using field-level security

Answer: D

NEW QUESTION 212

- (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 214

- (Exam Topic 2)

Standard fiscal years must start on January 1st.

- A. True
- B. False

Answer: B

NEW QUESTION 218

- (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 223

- (Exam Topic 2)

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

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

Answer: A

NEW QUESTION 225

- (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 229

- (Exam Topic 2)

With Customizable Forecasting you can forecast any of the following data. (Select all that apply)

- A. Quantity
- B. Units of Individual Products
- C. Units of Product Family
- D. Amount

Answer: ACD

NEW QUESTION 231

- (Exam Topic 2)

Which of the following statements about Standard and Custom Price Books are accurate? (Select all that apply)

- A. A Standard Price Book includes a master list of all Products with their associated Standard Prices.
- B. A Custom Price Book includes a master list of all Products with their associated Custom Prices.
- C. A Custom Price Book is a subset of the Products listed in the Standard Price Book.

Answer: AC

NEW QUESTION 234

- (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 level
- 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 235

- (Exam Topic 2)

When editing a quote, you can edit which of the following? (Select all that apply)

- A. The discount to apply to the entire quote including all line items
- B. The quote name and status
- C. The expiration date of the quote
- D. The contact and address information of the customer

Answer: BCD

NEW QUESTION 236

- (Exam Topic 2)

Your org-wide defaults for Price Books are set to "No Access". What should you do to enable your Sales Reps to view the South America Price Book and add Products in this Price Book to Opportunities?

- A. Set the org-wide defaults to "Use", then manually change all non Sales Reps' access to "No Access"
- B. Set the org-wide defaults for all Sales Reps to "Use"
- C. Grant specific "Use" access rights to Sales Reps for the South America Price Book
- D. Change all Custom Price B

Answer: C

NEW QUESTION 240

- (Exam Topic 1)

Which method can be used to route cases from social channels?

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

Answer: B

NEW QUESTION 244

- (Exam Topic 1)

Universal Containers uses Live Agent to interact with customers. Service Reps complain that it takes too much time to end the chat and close the case. Which two features should a Consultant recommend to address this concern? Choose 2 answers

- A. Visual Workflow
- B. Lightning Guided Engagement
- C. Quick Text
- D. Macros

Answer: CD

NEW QUESTION 249

- (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 251

- (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 252

- (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 254

- (Exam Topic 2)

How can end users sync their data from Outlook (using Salesforce for Outlook)? (Select all that apply)

- A. Using the sync system try icon and clicking sync now
- B. Allowing sync to run regularly in the background
- C. Setting up sync schedule in Salesforce
- D. Setting up sync schedule in Outlook

Answer: AB

NEW QUESTION 256

- (Exam Topic 2)

Match this tip with its design consideration. "Use the client's language"

- 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: A

NEW QUESTION 261

- (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 262

- (Exam Topic 2)

Where do you select the "Marketing User" checkbox to enable a user to create, edit, delete, and clone campaigns; manage campaign members; and edit advanced campaign setup?

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

Answer: B

NEW QUESTION 265

- (Exam Topic 2)

Which of the following describes the Probability field?

- A. Identifies where a deal is in relation to actually being closed.
- B. Determines the row in your Forecast where the amount will be aggregated.
- C. Then numeric prediction that the revenue from an opportunity will be realized.

Answer: C

NEW QUESTION 268

- (Exam Topic 2)

Role hierarchy should normally mimic the org structure.

- A. True
- B. False

Answer: B

NEW QUESTION 273

- (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 276

- (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 281

- (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 285

- (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 286

- (Exam Topic 1)

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

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

Answer: AC

NEW QUESTION 290

- (Exam Topic 1)

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

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

Answer: CDE

NEW QUESTION 293

- (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 295

- (Exam Topic 1)

Universal Containers runs a support operation with multiple call centers. The Support Manager wants to measure first-call resolution by call center location, agent, and calendar month.

Which reporting solution should the Consultant recommend?

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

Answer: D

NEW QUESTION 298

- (Exam Topic 1)

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

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

Answer: D

NEW QUESTION 302

- (Exam Topic 1)

A manager would like information on the knowledge base searches conducted by customers and call center agents. Which two metrics are useful for identifying knowledge article effectiveness?

Choose 2 answers

- A. Knowledge search query with no results.
- B. Knowledge articles with the lowest rating.
- C. Number of knowledge articles in each data category.
- D. Knowledge articles created by call center agents.

Answer: AB

NEW QUESTION 306

- (Exam Topic 4)

The VP Of Sales at Cloud Kicks wants to give the sales team the power of the Salesforce Mobile app so that sales reps can do their tasks on the go. The sales team needs to create and edit Leads, Contacts, and Opportunities with ease. Which two features should the Consultant recommend for the sales team to use?

Choose 2 answers

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

Answer: BC

NEW QUESTION 310

- (Exam Topic 4)

UC is deploying Salesforce for lead and opportunity Management. Several area of the application need to be customized using Apex & Visualforce in order to meet business requirements. Which steps can be taken to execute an effective test plan that will ensure high quality components? (2 answers)

- A. Create test conditions that cross-reference use cases from project documents
- B. Delegate unit testing to application end users because they understand the requirements best
- C. Rely on automated test script tools to ensure maximum test coverage
- D. Write detailed test scripts that define specific conditions, actions, and expected results

Answer: AD

NEW QUESTION 313

- (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 317

- (Exam Topic 4)

Sales Manager at Cloud Kicks need to show reports and dashboards with opportunity forecast by Product family with team quotas. Which solution should a Consultant recommend?

Select the ones you like.

- A. Configure quotas with a product report and add necessary fields.
- B. Create a joined report with closed Opportunities, forecasting items, and quotas.
- C. Create a custom report type with forecasting quotas and items.
- D. Configure an analytic snapshot to capture the Opportunity forecast and quotas.

Answer: C

NEW QUESTION 321

- (Exam Topic 4)

Universal containers recently completed the implementation of a new sales cloud solution. The stakeholder committee believes that the user adoption is best measured by the number of daily logins. What other measures of sales uses adoption should be considered? Choose 2 answers

- A. Number of neglected opportunities over time by role
- B. Number of reports exported to excel for analysis
- C. Overall effectiveness of mass email campaigns
- D. Completeness of records entered into the new system

Answer: AD

NEW QUESTION 322

- (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 326

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 331

- (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 335

- (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 339

- (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 344

- (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 346

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 348

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 352

- (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 355

- (Exam Topic 4)

Universal containers wants to send out an email promotion on a monthly basis to a list of 50,000 leads. What should a consultant recommend to meet this requirement?

- A. Create a lead assignment rule to send the email to the leads monthly
- B. Use an email execution vendor to send emails for marketing campaigns
- C. Create an email alert workflow rule to send the email to the leads monthly
- D. Use the standard salesforce mass email tool located on the leads tab

Answer: B

NEW QUESTION 357

- (Exam Topic 4)

Universal Containers sells two products that each have a unique sales methodology. A few of the sales stages overlap between the selling methodologies, but are unique to just one of the methodologies. What element must be configured to support both selling methodologies? Choose 3 answers

- A. Two sales processes
- B. Two page layouts
- C. Two record types
- D. Two sets of opportunity stages

Answer: ABC

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 sales representatives create a multi-level Account Hierarchy. Cloud Kicks needs to see the total number of closed won Opportunities and the total value of closed won Opportunities 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 Opportunities.
- B. Configure a link on the Account that will open a list view showing the total value of open Opportunities for all sales representatives.
- C. Configure Apex to update a custom field on the parent Account with the total value of won Opportunities from all sales representatives.
- D. Create a Roll-up Summary field on the parent Account, displaying the total value of won Opportunities from all sales representatives.

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

Answer: B

NEW QUESTION 367

- (Exam Topic 4)

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

- A. Count the number of leads generated from each campaign.
- B. Determine the number of activities created by sales related to a campaign.
- C. Track the value of closed won opportunities generated by each campaign.
- D. Determine the number of opportunities generated by each campaign.

Answer: C

NEW QUESTION 370

- (Exam Topic 4)

Northern Trail Outfitters (NTO) wants to utilize opportunities to track and report customer subscriptions to its online magazine. Payments can be made using the following methods: - In full (all at one time) - Weekly - Monthly - Quarterly How should this solution be implemented?

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

Answer: D

NEW QUESTION 372

- (Exam Topic 4)

Universal Containers supports two lines of business: shipping and freight. The sales cycle for freight deals is more complex and involves more stages than the shipping sales cycle. Which solution should a consultant recommend to meet these business requirements?

- A. Create different record types and sales processes for each line of business, and use workflow field updates to assign stages.
- B. Create different record types and sales processes for each line of business and assign different stages to each page layout.
- C. Create different record types and sales processes for each line of business, and assign different sales processes to each page layout.
- D. Create different record types and sales processes for each line of business, and assign different page layouts to each record type.

Answer: D

NEW QUESTION 377

- (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 380

- (Exam Topic 4)

The Cloud Kicks sales team collaborates on Opportunities, which helps the team succeed and close more deals.

What should the Consultant configure to allow contributing sales team members to share in the revenue from closed Opportunities?

- A. Add the Opportunities to a campaign.
- B. Add the contributors to the Opportunity's contact role related list.
- C. Create quick actions to create child Opportunities.
- D. Enable Opportunity Splits from Setup.

Answer: D

NEW QUESTION 381

- (Exam Topic 4)

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

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

Answer: AB

NEW QUESTION 386

- (Exam Topic 4)

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

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

Answer: BD

NEW QUESTION 391

- (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 392

- (Exam Topic 4)

Universal Containers wants to improve the information profile of its current Contacts in salesforce by using social networking application (e.g. LinkedIn or Twitter) to add the information currently gathered for accounts, contacts and leads. Which solution should a consultant recommend to meet this requirement?

- A. Enable social Accounts and Contacts to link records to social profiles.
- B. Enable the salesforce to Social network API connection to sync records.
- C. Define the social network fields and enabled then for account, contacts and leads.
- D. Create custom fields that hold URL links to the social profile of accounts, contacts and leads.

Answer: A

NEW QUESTION 394

- (Exam Topic 4)

The VP of sales at Universal Containers wants to be able to see a visual representation of sales by month for each account in salesforce mobile app. What should a consultant recommend to meet this requirement?

- A. Embed a chart on the account page, no other customization needed
- B. Embed a chart on the account page and use a custom link to filter by account
- C. Create a of visualforce page with an embedded chart component for each account.
- D. Create a dashboard component and use chatter feed on the account on salesforce mobile

Answer: A

NEW QUESTION 398

- (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 to and Opportunity to Private.
- D. Set Account to Public Read/Write, and Opportunity to Controlled by Parent.

Answer: A

NEW QUESTION 400

- (Exam Topic 4)

Universal Containers is implementing Salesforce and plans to migrate several marketing campaigns from a legacy system. Which approach would a consultant recommend to ensure that the campaign and campaign member data is accurately maintained?

- A. Create external ID fields for campaigns, leads, and contacts
- B. Create external ID fields for campaigns, leads, and accounts.
- C. Create external ID fields for campaigns, accounts, and contacts.
- D. Create external ID fields for campaigns, campaign members, and accounts.

Answer: A

NEW QUESTION 405

- (Exam Topic 4)

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

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

Answer: BD

NEW QUESTION 407

- (Exam Topic 4)

Nothern Trail outfitters (NTO) consumer business has grown to more than 500,000 contacts. NTO stores all individual consumer contacts under a single account called 'Consumer'. Mass updates are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. Which two actions should be recommended to improve performance?

- A. Remove the account assignment for all contacts
- B. Ensure that no single account has more than 10,000 contacts
- C. Enable person accounts and migrate the contact data
- D. Add an index to the account field on the contact object

Answer: BC

NEW QUESTION 409

- (Exam Topic 4)

UC recently acquired Global Packaging, a company that has complementary Products. UC wants to run a major campaign showcasing its new product bundling. The company will use multiple marketing channels to create awareness in the marketplace. Each marketing channel will need to be measured for its effectiveness both individually and collectively. How should the consultant design the solution for UC?

- A. Create a single campaign, add members, and set the status to active
- B. Create campaigns for each channel with members and link child campaigns to a parent campaign
- C. Create campaigns for each channel, link them to a parent, and add members to the parent
- D. Create a single campaign and add member statuses for each marketing channel

Answer: B

NEW QUESTION 413

- (Exam Topic 4)

A sales representative at Universal Containers who recently lost a sales deal to a competitor has set the opportunity stage to closed/lost. What impact will this have on the opportunity in the forecast?

- A. It will be associated with the omitted forecast category and sales management must override to exclude it from the forecast.
- B. It will be associated with the lost forecast category and only sales managers will be able to view it in the forecast.
- C. It will be associated with the closed forecast category and it contributes to the forecast.
- D. It will be associated with the omitted forecast category and does NOT contribute to the forecast.

Answer: D

NEW QUESTION 416

- (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 417

- (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 419

- (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 424

- (Exam Topic 4)

Universal Containers' customer service technicians need to access the following information while at a customer site complete the service call: - Customer order history - Level of contracted support - List of replaceable parts. Which system can Salesforce integrate with to retrieve this information and make it available to technicians in the field?

- A. An enterprise resource planning system
- B. A workforce management system
- C. A third-party mobile application platform
- D. A knowledge management system

Answer: A

NEW QUESTION 426

- (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 430

- (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 431

- (Exam Topic 4)

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

How can the sales engineer identify the opportunities latest quote?

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

Answer: A

NEW QUESTION 432

- (Exam Topic 4)

Universal Containers has noticed a sizeable decrease in the number of sales representatives who are meeting their quotas. What should be evaluated to determine the cause of this decline? Choose 2 answers:

- A. Percent of converted leads per sales representative.
- B. Comparison report of forecasts versus converted leads.
- C. Activity history report on open and closed opportunities.
- D. Trending report on won versus lost opportunities

Answer: CD

NEW QUESTION 437

- (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 439

- (Exam Topic 4)

Universal Containers wants to provide its customer with more support options. Which three should a Consultant recommend? Choose 3 answers

- A. Implement SOS for mobile experience
- B. Add Live Agent to public-facing sites
- C. Utilize KCS to manage Knowledge
- D. Configure Chatter for public access
- E. Create a Customer Community

Answer: ABE

NEW QUESTION 443

- (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 444

- (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 449

- (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 450

- (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 451

- (Exam Topic 4)

Universal Containers would like to implement a solution to hold service reps accountable to customer Service level agreements. Which two steps are necessary to satisfy this requirement? Choose 2 answers

- A. Set up Milestones
- B. Enable Work Orders
- C. Configure Service Contracts
- D. Create an Entitlement Process

Answer: AD

NEW QUESTION 454

- (Exam Topic 4)

Universal Containers uses PDF documents to help the sales team learn about new Products. Which feature should a Consultant recommend to store these documents?

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

Answer: B

NEW QUESTION 457

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 458

- (Exam Topic 4)

Cloud Kicks is now live and training is complete, but the system administrator keeps calling with questions about the process. Which strategy should the Consultant use?

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

Answer: A

NEW QUESTION 461

- (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 462

- (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 466

- (Exam Topic 4)

Business users have requested that the Salesforce Administrator allow agents to view a list of cases in the console while agents work through their cases. This will allow agents to identify urgent cases that need to be worked on. How should this be accomplished?

- A. Build a custom Visual force page with the list view and assign it to the console sidebar
- B. Recommend opening the case list view in a separate browser tab and use the window alongside the case view
- C. Enable the list to be pinned in the console
- D. This allows users to view the list alongside the case view in the console
- E. Configure the Case list under custom console components so users can view the list view along with the case view

Answer: C

NEW QUESTION 467

- (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 471

- (Exam Topic 4)

Universal Containers (UC) needs to invoke a process on an external system (NOT in Salesforce) whenever cases are created or updated by Contact center agents. UC does NOT want to use any customized code to accomplish this. Which solution should a Consultant recommend?

- A. Workflow-driven outbound messaging
- B. Scheduled batch Apex processing job
- C. Visualforce page APEX SOAP async callout
- D. RESTful services with GET, POST, or PUT

Answer: A

NEW QUESTION 473

- (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 477

- (Exam Topic 4)

UC would like to capture qualification information for new leads (e.g. whether or not a person is a decision maker). The information should also appear in the contact record once the lead has been converted. Which approach should a consultant recommended?

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

Answer: C

NEW QUESTION 481

- (Exam Topic 4)

Cloud Kicks wants to boost importance of its sales stages and its role in the company's sales methodology. Cloud Kicks also wants to enhance precision of its sales forecast.

Which 2 steps should be taken to ensure the Sales process is mapped to meet the requirements? Choose 2 answers

Assign appropriate sales stage.

- A. Assign forecast percentages.
- B. Map forecast probability to Opportunity probability.
- C. Map sales probability values to forecast categories.
- D. Assign forecast percentages.
- E. Map Opportunity stages forecast categories.

Answer: BE

NEW QUESTION 486

- (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 491

- (Exam Topic 4)

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

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

Answer: AD

NEW QUESTION 494

- (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 496

- (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 501

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 503

- (Exam Topic 4)

Cloud Kicks has a complicated sales process and is currently using 12 stages for Opportunities. Sales representatives often have difficulties deciding when to move Opportunities through the various stages. Which solution should the Consultant recommend?

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

Answer: B

NEW QUESTION 505

- (Exam Topic 4)

UC is purchasing smartphones and tablets for MS global sales team members. Sales management wants mobile access to key functionality, including collaboration, customer management, and opportunity management. What component of Salesforce Sales Cloud mobility should a consultant recommend to meet these requirements? Choose 2 answers

- A. Salesforce Touch
- B. Visualforce for mobile.
- C. Native mobile applications.
- D. AppExchange mobile plugin.

Answer: AC

NEW QUESTION 507

- (Exam Topic 4)

The sales manager at UC is concerned that the leads from the marketing department are outdated and poor quality. What action should be taken to address this issue? Choose 2 answers

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

Answer: AC

NEW QUESTION 512

- (Exam Topic 4)

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

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

Answer: ABC

NEW QUESTION 516

- (Exam Topic 4)

The management at universal container noticed that the lead conversion ratio has remained the same for the hospitality industry despite increase in lead creation. What steps can help determine the issue

- A. Campaign dashboard by industry
- B. Industry performance dashboard
- C. Report on lead lifetime by industry
- D. Report on lead by source.

Answer: C

NEW QUESTION 518

- (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 522

- (Exam Topic 4)

Universal Containers has a private sharing model for accounts and opportunities. Each sales representative is assigned to work with a dedicated sales engineer. The sales engineer will need access to their assigned sales representative accounts and opportunities. What should a consultant recommend to meet this

requirement?

- A. Create criteria-based sharing rules to share the accounts and opportunities with sales engineers
- B. Create a trigger to add the sales engineers to their sales representative account and opportunity teams
- C. Enable account and opportunity teams selling and have each sales representative configure their default teams
- D. Have the sales representatives manually share the accounts and opportunities with their assigned sales engineers

Answer: C

NEW QUESTION 524

- (Exam Topic 4)

Cloud Kicks channel partners for selling and servicing its "Shoe of the Month" club. As the number of Leads has increased, Cloud Kicks has seen a decrease in partner satisfaction regarding the quality of Leads, and a noticeable decrease in the Lead conversion rate.

What can be done to increase partner satisfaction with the Leads being shared?

- A. Utilize the Lead score on the Find Duplicate button, and then assign the Leads with a score in the high category.
- B. Configure Einstein Insights prior to Leads routing to the partner channel.
- C. Configure a custom lead score field to assess Lead quality, then assign the Leads that exceed this score to partners.
- D. Utilize the Partner Lead Validator to populate a Lead score and assign to a partner channel queue.
- E. Configure a cross-object validation rule to ensure that all fields on the Lead record are populated with data.

Answer: C

NEW QUESTION 526

- (Exam Topic 4)

Which three processes are a use case for Visual Workflow? Choose 3 answers

- A. Assignment of email to a case queue based on subject.
- B. Decision-based troubleshooting for agents.
- C. Cross-sell promotions for agents.
- D. Field validation during case creation.
- E. Caller verification and creation of a new case.

Answer: BCE

NEW QUESTION 528

- (Exam Topic 4)

Cloud Kicks has two sales divisions:

- * a franchise sale division and
- * a public sales division.

The sales representatives for each division have their own user profiles and person Accounts.

The franchise sales division sales representatives cannot create person Accounts, and they should only be able to set up franchise Accounts.

What should the Consultant recommended to meet this requirement?

- A. Utilize Divisions to hide person Account from the franchise sales division's sales representative user profile
- B. Remove person Account record types from the franchise sales division's sales representative user profile.
- C. Ensure that the "Disable Person Accounts" permission on the franchise sales division's sales representative user profile is checked.
- D. Hide the Person Account checkbox from the franchise sales division's sales representative user profile through Field-level Security.

Answer: B

NEW QUESTION 529

- (Exam Topic 4)

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

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

Answer: BCD

NEW QUESTION 532

- (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 537

- (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 539

- (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 542

- (Exam Topic 4)

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

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

Answer: BD

NEW QUESTION 547

- (Exam Topic 4)

A Consultant has created a custom formula field on Opportunity that multiplies the Opportunity Amount by the Account's Discount field. Which Currency will the formula field use for its value if the Opportunity and the Account records have different Currencies?

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

Answer: D

NEW QUESTION 552

- (Exam Topic 4)

Cloud Kicks wants sales representatives to be able to share key documents directly with customers who are not Community users. Which Salesforce feature satisfies this requirement?

- A. CRM Content
- B. Chatter links
- C. Documents
- D. Attachments

Answer: A

NEW QUESTION 555

- (Exam Topic 4)

Universal Containers has automated the process of creating new account records in Salesforce. All account records created through this process are owned by a generic user. There are now two million account records that have been created in this manner. Universal Containers is now seeing performance issues when it makes any changes to account sharing rules. What can Universal Containers do to address the issue without changing its integration?

- A. Contact Salesforce support to add an index to the account object.
- B. Ensure that the generic user has the Modify All Data permission.
- C. Ensure that the generic user has not been assigned a role.
- D. Set the organization-wide defaults for accounts to public read/write.

Answer: C

NEW QUESTION 559

- (Exam Topic 4)

Universal Containers has three sales divisions: hardware, software, and consulting. Hardware and software division follow ten-step sales processes. 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 562

- (Exam Topic 4)

Universal Containers recently enabled Chatter and has found it extremely helpful in the sales process. Given the success, Universal Containers would like to bring the competitive intelligence team into Salesforce to leverage Chatter to collaborate on opportunities when key competitors are identified. Which step should be considered when setting up the competitive intelligence team? Select two answers.

- A. Set up each member of the competitive intelligence team with standard user licenses.
- B. Add the competitive intelligence team to Chatter groups organized by competitor.
- C. Set up each member of the competitive intelligence team with Chatter Free licenses.
- D. Create a single user for the competitive intelligence team to share.

Answer: AB

NEW QUESTION 566

- (Exam Topic 4)

Cloud Kicks wants to allow a single view of Contacts that belong to the same Account Hierarchy chain. How should the Consultant meet this requirement?

- A. Create a report to display all related Contacts.
- B. Navigate to the Account hierarchy page to view all related Contacts.
- C. Navigate to the default Contact Hierarchy Lightning Component on the parent Account.
- D. Enable the View All Child Contacts feature.

Answer: A

NEW QUESTION 570

- (Exam Topic 4)

Up to this point, two sales reps have had separate Accounts and Opportunities. Sales rep A wants to Include sales rep B in a few Opportunities on one Account. Which two things will happen if Account Teams are enabled and used for this Account? Choose 2 answers

- A. Rep A can let rep B edit all Opportunities on the Account.
- B. Rep A can let rep B view one of the Opportunities on the Account.
- C. Rep A can let rep B view the Account but keep private Activities.
- D. Rep A can let rep B view the Account but keep private Contacts.

Answer: AD

NEW QUESTION 571

- (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 572

- (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 575

- (Exam Topic 4)

Universal Containers determines that opportunities are taking longer to close than in the past. Which action should sales management take to determine the reason behind the additional time to close? Select two answers.

- A. Examine user login rates and the activity on open opportunity records.
- B. Review the budget allocated to marketing campaigns.
- C. Evaluate whether lead conversion rates have decreased over time.
- D. Build a dashboard to display opportunity stage duration.

Answer: AD

NEW QUESTION 577

- (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 578

- (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 580

- (Exam Topic 4)

A sales representative at UC frequently has multiple quotes related to an opportunity. Which solution should a consultant recommend to manage the quotes?

- A. Click the Start Sync button on an opportunity to link it to a quote for an automatic synchronisation.
- B. Update the quote line Item when a change is made to the opportunity product line items.
- C. Click the Start Sync button on a quote to link it to the opportunity for automatic synchronisation.
- D. Create workflow rules on opportunity product and quote line items to keep them synchronised.

Answer: C

NEW QUESTION 583

- (Exam Topic 4)

Universal Containers has millions of customer in Salesforce, but only a very small percentage have opened support cases in the past. Recently, Universal Containers has implemented a Customer Community and plans to allow customers to be authenticated users to increase self-service rates. Which two methods should be used to enable the customers on the Community? Choose 2 answers

- A. Have agents manually create Users when Community access is requested by Customers
- B. Send email notifications to all Customer to join the Community
- C. Have agents provide Customer with Community registration instructions when working a case
- D. Identify active Customer and send them registration instruction via email

Answer: CD

NEW QUESTION 586

- (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 594

- (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 598

- (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 601

- (Exam Topic 4)

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

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

Answer: AB

NEW QUESTION 603

- (Exam Topic 4)

The support manager at Universal Containers wants to improve visibility to cases across the organization and has decided that Product Managers should be more involved in the case management process. The Support Manager has created predefined case teams for each product and trained Support Agents to add to appropriate case team to each case Which two solutions will allow Product Managers to quickly see and review the cases that are created for their products? Choose 2 answer

- A. Create a case report that displays all created or updated cases
- B. Created a case list view that is filtered by the My Case teams
- C. Create an email alert notification for Case Teams
- D. Create a case queue for all created or updated cases

Answer: C

NEW QUESTION 604

- (Exam Topic 4)

Cloud Kicks wants to utilize Opportunities to report and track subscriptions to its "Shoe of the Month" club. Subscribers can pay in full (all at one time), weekly, monthly, or quarterly. Which solution should the Consultant recommend to meet Cloud Kicks' need?

- A. Enable schedules on the Product object.
- B. Configure the use of contracts with a lookup to the Opportunity object.
- C. Configure the use of assets with a lookup to the Opportunity object.
- D. Enable schedules on the Opportunity object.

Answer: A

NEW QUESTION 608

- (Exam Topic 4)

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

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

Answer: D

NEW QUESTION 612

- (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 614

- (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 619

- (Exam Topic 4)

Due to a recent product recall, Universal Containers has experienced a 50% increase in daily calls to the Contact Center. The Contact Center has increased support to 24x7 with agents working in 12-hour shifts. The VP of Service is concerned about the ability to sustain the increased hours and added cost to support the higher call volume.

Which recommendation should the Consultant make in anticipation of higher call volume?

- A. Set up a private Knowledge Base to provide FAQs to customers affected by the recall to deflect calls.
- B. Set up telephony integrations using a CTI adapter for quicker agent access when customers call in, reducing average handle time.
- C. Set up IVR with an automated response for customers affected by the recall to deflect calls.
- D. Set up a customer survey for customers calling into identify the severity and impact of the recall.

Answer: A

NEW QUESTION 621

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 622

- (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 624

- (Exam Topic 4)

Universal Containers has set the organization-wide default to public read-only for accounts, contacts, and opportunities. Activities are set to be controlled by the parent. The ABC corporation account is owned by a sales user whose profile grants to create, read, edit and delete access to accounts, contacts and opportunities. Based on this information, the owner of the ABC Corporation account record has the rights to take which actions?

- A. Transfer ownership of related contacts and opportunities owned by other users
- B. Share the account with other users through manual sharing and account teams
- C. View, edit and delete related contacts and opportunities owned by other users
- D. View, edit, and delete activities owned by other users directly related to the account

Answer: BD

NEW QUESTION 628

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 631

- (Exam Topic 4)

Cloud Kicks is undergoing a GDPR-focused implementation to ensure access to personal information data is limited to only users who need access to a company's account. Cloud Kicks has a private Account model.

How should the Consultant provide specific Account access to the Renewals and Sales Operation teams?

- A. Create Renewals and Sales Operation Account team member roles and have Sales allocate Account team members to the appropriate users.
- B. Create a role-based sharing rule to share all Account with the Sales Operations and Renewals roles.
- C. Add Renewals and Sales Operations team members to a sales user's default Opportunity team.
- D. Create a criteria-based sharing rule to share Accounts with the Sales Operations and Renewals public groups.

Answer: A

NEW QUESTION 636

- (Exam Topic 4)

Cloud Kicks has 300K Account records and 16M Invoices. These were within a custom object in a master-detail relationship with the Account. Each Account record takes a long time to display because of the Invoice related list's lengthy rendering time. What should the Consultant do to solve this issue?

- A. Enable indexing on all the fields visible on the related list of Invoices, as this will allow the related list to load faster.
- B. Raise a case with Salesforce to enable Fast Loading of the related list of Invoices, as this will help to render Account details u faster.
- C. Enable the "Separate Loading of Related Lists" setting from User Interface Settings, as this will allow the Account detail to render while the Invoice related list data will be visible after querying details from Invoices.D . Enable "Load Individual Component Separately" at the Lightning record page of the Account object, as this will allow Account details to render while Invoice related list data will be visible after querying details from Invoices.

Answer: C

NEW QUESTION 640

- (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 645

- (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 650

- (Exam Topic 4)

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

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

D. Modify the profile for sales directors to enable the "Modify AH" object permission for the opportunities.

Answer: B

NEW QUESTION 653

- (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 658

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