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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

A customer needs to create a promotion level report that has data for three Promotion key performance indicators (KPIs) and four fields from the Promotion object: Promotion Name, Slogan, Anchor Account, Phase.
Which type of reporting solution should a consultant recommend to the customer?

- A. External Reporting Solution
- B. Real-Time Reporting
- C. Salesforce Lightning Reports

Answer: A

Explanation:

While Salesforce Lightning Reports (Option C) are excellent for standard object data (Name, Slogan, Phase), they struggle to access the calculated KPIs (Volume, ROI, Spend) that reside in the Processing Service's memory or JSON blobs, unless those KPIs are explicitly written back to the database. Even with writeback, joining them in a formatted "Promotion Level Report" (often implying a tear-sheet or printable summary) can be rigid.

Real-Time Reporting (RTR)(Option A) is a UI component for viewing data on a screen, not generating a persistent "Report" document.

Therefore, for a requirement that mixes standard metadata (Slogan, Phase) with complex calculated KPIs into a cohesive report, the recommended best practice in the TPM ecosystem is often an External Reporting Solution (Option B) such as CRM Analytics (Tableau CRM) or a third-party generator. These tools can ingest the Writeback data (or query the API), join it with the Promotion Object metadata, and render the pixel-perfect layout required by the customer³.

NEW QUESTION # 42

A client wants to define the funds available to spend based on the revenue planned for a customer.

Which information does a consultant need to collect from the client to understand if this can be fulfilled with the TPM Funds functionality?

- A. The promotions to which revenue-based funding will apply
- B. The tactic conditions to which revenue-based funding will apply
- C. The fund templates to which revenue-based funding will apply

Answer: C

Explanation:

In Trade Promotion Management, funds generally fall into two categories:

* Fixed Funds: A set budget amount (e.g., \$10,000) given for a year.

* Rate-Based (or Revenue-Based) Funds: A budget that accrues dynamically as a percentage of sales (e.g., 5% of Gross Revenue).

The requirement describes a Revenue-Based Fund (often called "Live" or "Accrual" funds). The behavior of a fund—whether it is fixed or rate-based—is strictly defined by the Fund Template.

Therefore, to assess feasibility, the consultant must identify the Fund Templates (Option A). They need to know which buckets of money the client wants to behave this way. Once identified, the consultant configures these specific templates to "Rate Based" mode and links them to the appropriate "Source" KPI (e.g., Planned Revenue). This configuration allows the system to automatically calculate the "Available" fund value by multiplying the Planned Revenue by the defined percentage, fulfilling the client's requirement. Options B and C are downstream elements; the fundamental behavior is dictated by the Fund Template.

NEW QUESTION # 43

Why should a consultant be conscious about the number of key performance indicators (KPIs) that are related to a KPI set? 1

- A. A KPI set is shared across accounts, promotions, promotion tactics, funds, and claims within a given sales org, so the KPI functionality configured within a KPI subset across these objects must fit within platform limits to protect performance and scalability. 2
- B. A KPI set is specific to a given object, but is shared across all sales orgs, so the KPI functionality configured within a KPI superset per object must fit within platform limits to protect performance and scalability.
- C. A KPI set is defined per template per object, but can be shared across the same or different objects and across sales orgs if needed, so the KPI functionality configured within a KPI set must fit within platform limits to protect performance and scalability.

Answer: A

Explanation:

In Salesforce Consumer Goods Cloud TPM, the KPI Set is the fundamental collection of metrics (Volume, Spend, Profit) used for calculations. While KPI Sets are assigned to templates (like a Promotion Template), the underlying calculation engine (Processing

Services) aggregates these definitions at the Sales Org level to build the calculation grid.

Option A is correct because it addresses the architectural constraint: the system must generate a cohesive calculation model (often referred to as the "Big JSON" or calculation payload) that encompasses all the read, write, and calculated fields required for that Sales Org. If a consultant creates an excessive number of KPIs- or complex interdependencies across Accounts, Promotions, and Funds-this payload increases in size.

There are hard limits on the number of KPIs and columns the processing engine can handle efficiently in memory. If these limits are exceeded, users will experience significant performance degradation (slow save times, timeouts on P&L loads) or even calculation failures. Therefore, consultants must optimize the KPI Set by reusing metrics where possible and avoiding redundant definitions, ensuring the total configuration for the Sales Org fits within the platform's scalability guardrails.

NEW QUESTION # 44

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.

If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- A. The KPI changes will be reflected every 10 minutes through SF Data Sync.
- **B. The KPI changes will be updated immediately.**
- C. The KPI changes will be picked up in a batch run overnight and reflected the next day.

Answer: B

Explanation:

Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.

When a Key Account Manager (KAM) or consultant modifies a KPI in the Volume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.

* In-Memory Calculation: The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.

* Shared Context: The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.

Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial reality immediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

NEW QUESTION # 45

Northern Trail Outfitters is at the start of a digital transformation and recently implemented Consumer Goods Cloud TPM. The key account manager (KAM) users want to have a landing page that can display different types of information, such as (but not limited to):

- * Volume vs. Target Graph
- * Deals (On Target, Above Target, Below Target) in Y/G/R
- * Brand Performance
- * Promo Performance
- * My Items Pending Approval/ My Approvals Pending

How should a consultant recommend configuring this, considering permission sets and sharing rights?

- A. Configure landing pages with widgets of different visualizations and actions with awaiting approvals, daily tasks, dashboards, KPI reports, reminders where users can get access to data based on their sharing rights, profiles, and permission sets.
- **B. Configure landing pages by using a JSON customization file and then upload it as a static resource to Salesforce with all visualizations and actions needed, and it can be provided based on the sharing rights, profiles, and permission sets.**
- C. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.

Answer: B

Explanation:

This question targets the specific technical configuration of the TPM Cockpit (or Home Page/Landing Page) within the Consumer Goods Cloud managed package.

Unlike standard Salesforce Lightning Home Pages which are assembled via drag-and-drop components in the App Builder, the

advanced TPM Landing Page-which aggregates complex, specific widgets like "Volume vs Target" graphs, P&L summaries, and approval lists-is traditionally configured using aJSON customization file.

This JSON file defines the structure, the specific "widgets" (cards) to display, their data sources, and layout properties. Once defined, this file is uploaded as aStatic Resourcein Salesforce. The system then references this resource to render the dashboard for the user. This method allows for highly specific, version-controlled configurations that can be assigned to different user profiles or personas (like a KAM vs. a Sales Director).

While standard sharing rules (Option C) control data visibility, they do not control the UI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 46

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