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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q38-Q43):

NEW QUESTION # 38

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

Which business stakeholders should a consultant prioritize speaking with when taking a top down approach to begin their discovery process to gather these requirements?

- A. KAMs and demand planners
- B. Sales managers and KAMs
- C. Sales managers and finance managers

Answer: C

Explanation:

The key phrase in this requirement is "top down approach". This implies starting with the strategic decision-makers who determine the overall budget and its distribution, rather than the execution level.

* Finance Managers: They are the custodians of the overall trade budget. They define the financial guardrails, profit targets, and total available funds for the fiscal year.

* Sales Managers: They receive the budget from Finance and are responsible for allocating it to their respective territories and KAMs. They decide that "Region A gets \$1M" and "Region B gets \$2M." Speaking with KAMs (Option A/B) represents a bottom-up approach, as they are the recipients and users of the funds, not the allocators. Therefore, to understand the "allocation optimization" from the top, the consultant must prioritize Sales Managers and Finance Managers.

NEW QUESTION # 39

A large enterprise customer has decided to implement Consumer Goods Cloud TPM. The current landscape includes an Enterprise Resource Planning (ERP) solution that is responsible for Customer Master Data, Product Master Data, customer invoicing, and order fulfillment. The large enterprise customer needs its key account managers (KAMs) to use Consumer Goods Cloud TPM to view customers and products and manage assortments and promotions.

Which system should be the system of record going forward for customers and products?

- A. Enterprise Resource Planning
- B. Consumer Goods Cloud TPM
- C. Salesforce Data Cloud

Answer: A

Explanation:

In a standard enterprise architecture for CPG companies, the Enterprise Resource Planning (ERP) system remains the single source of truth (System of Record) for Master Data (Customers and Products).

* Role of ERP: It handles the financial and logistical execution-invoicing, shipping, and fulfillment. If the product code or customer billing address is incorrect in the ERP, orders cannot be processed.

* Role of TPM: Consumer Goods Cloud TPM is a consumption system for this master data. It imports Customers and Products from the ERP so that KAMs can plan promotions against them.

A consultant must recommend maintaining the ERP as the system of record. Trying to master this data in Salesforce (Option B) or Data Cloud (Option A) creates synchronization risks where the "Plan" in Salesforce refers to a product that doesn't exist or is priced differently in the "Execution" system (ERP), leading to failed orders and financial discrepancies.

NEW QUESTION # 40

Ursa Major Solar's (UMS) fiscal year runs from October 1 to September 30. UMS wants to see all the customer business plans and volume plans split by month.

What should a consultant recommend creating and activating to match the TPM calendar with the calendar schema of UMS?

- A. A custom Calendar with custom periods
- B. A standard Calendar with custom periods
- C. A standard Calendar with standard periods

Answer: A

Explanation:

Time is a foundational dimension in Trade Promotion Management. Most organizations operate on standard Gregorian calendars (Jan 1 - Dec 31), but many, like Ursa Major Solar, utilize Fiscal Calendars (e.g., Oct 1 - Sept 30).

A standard Calendar in Salesforce Consumer Goods Cloud is hard-coded to the Gregorian year. If UMS were to use this, "Month 1" would always be January, which contradicts their business reality where "Period 1" is October.

To support a Fiscal Year starting in October, the consultant must implement a Custom Calendar with Custom Periods.

* Custom Calendar: Defines the overall structure (Fiscal Year).

* Custom Periods: Allows the administrator to explicitly define the start and end dates of every period.

For example, "Period 1, 2025" is defined as "2024-10-01 to 2024-10-31".

This configuration ensures that when a KAM views a "Year to Date" report or a monthly split in the P&L, the data aggregates correctly according to the company's financial reporting cycle.

NEW QUESTION # 41

A consultant's client indicated that two key account managers (KAMs) can manage the same customer, but they can only negotiate and create promotions for the product categories for which they are responsible.

Which functionality should the consultant recommend using to support this scenario?

- A. Use the user settings to assign the pertinent categories the KAMs are allowed to negotiate.
- B. Use two different product templates, each assigned to a different sales org to segment the categories.
- C. Use a sales org to define two different divisions and user settings to assign the categories required.

Answer: A

Explanation:

This scenario highlights a common business setup: Category Management. A large retailer (e.g., "SuperStore") is a single Customer Account, but the manufacturer has different sales reps (KAMs) for different business units—one KAM handles "Frozen Foods" and another handles "Dairy." To support this in Consumer Goods Cloud TPM without duplicating the Customer Account (which would break master data integrity), you utilize User Settings.

The User Settings in TPM allow you to map specific Product Categories to specific Users for specific Accounts.

* For KAM A, you configure User Settings: Account = SuperStore, Product Category = Frozen Foods.

* For KAM B, you configure User Settings: Account = SuperStore, Product Category = Dairy.

When KAM A opens the promotion calendar or P&L for "SuperStore," the system filters the product list.

They will only see and be able to add "Frozen Foods" to their promotions. They cannot unintentionally plan a

"Dairy" promotion because those products are effectively invisible or locked to them in the planning context.

This feature (Option C) perfectly isolates responsibilities while maintaining a single "SuperStore" account record, avoiding the complex data duplication suggested in Option A (creating different Sales Orgs/Divisions).

NEW QUESTION # 42

During user acceptance testing, key users realize that not all products that have the KAM status for at least 1 day of the promotion period (Date From - Date Thru) can be added to the promotion.

Which setting in the promotion template configuration should the TPM consultant check?

- A. Consider Product Definition Policy
- **B. Consider Product KAM Status**
- C. Timeframe Determination Policy

Answer: B

Explanation:

In Consumer Goods Cloud, Product KAM Status determines if a specific product is valid for a specific customer (e.g., "Listed," "Delisted," "Test"). A common issue arises when a product is only active for part of a promotion's duration.

The behavior of the product selector-whether it includes or excludes these "partially active" products-is controlled by the "Consider Product KAM Status" setting on the Promotion Template (Option A).

* If configured strictly, the system might require the product to be active for the entire duration of the promotion.

* If the users expect to see products that are active for "at least 1 day," this setting must be adjusted to apply the correct logic (e.g., "Overlap" logic rather than "Fully Contained" logic).

* The Timeframe Determination Policy (Option B) controls dates (Shipment vs. Consumption), not product eligibility. Product Definition Policy (Option C) handles how products are defined in the hierarchy, not their status validity.

NEW QUESTION # 43

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