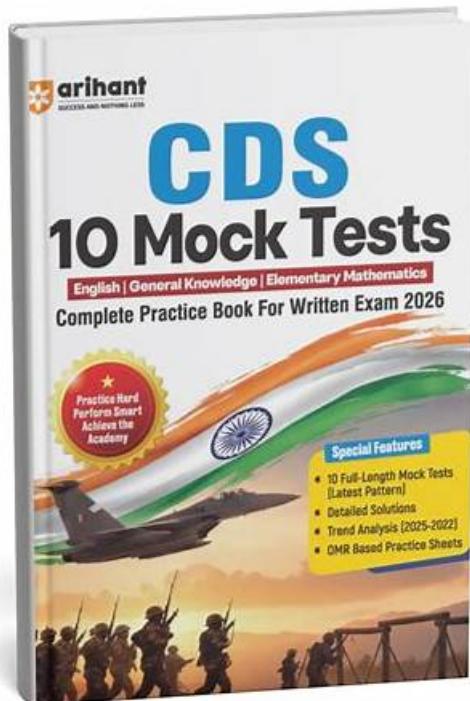


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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q24-Q29):

NEW QUESTION # 24

Which set of promotion related characteristics will impact the scalability and performance of a promotion calculation within Salesforce TPM according to best practice?

- A. Number of products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)
- B. Number of planning accounts within a sales org; Number of products in the promotion account's product assortment; Number of key performance indicator (KPI) sets within the sales org; Number of tactics within the system
- C. Number of products in a promotion; Number of tactics within a promotion; Number of custom calendar periods defined for the business year; Amount of supportive TPM data in Cloud Processing Services

Answer: A

Explanation:

In Salesforce Consumer Goods Cloud Trade Promotion Management (TPM), performance and scalability are fundamentally determined by the size of the "calculation grid" generated by the Processing Services engine.

When a user opens or saves a promotion, the system must compute values for a specific intersection of data points. The complexity of this calculation is not determined by static org-level data (like the total number of accounts in the entire system), but rather by the specific dimensions involved in that single promotion's context.

The formula for this complexity is effectively a Cartesian product of the following four critical dimensions:

- * Number of Products: Each product included in the promotion adds a row to the calculation grid. A promotion with 5 products is simple; a promotion with 5,000 products requires significantly more processing power.
- * Number of Tactics: Tactics (e.g., Display, Flyer, Price Cut) multiply the data points. If a promotion has 5 products and 3 tactics, the engine calculates metrics for every product-tactic combination.
- * Duration of the Promotion: The time dimension is critical. A promotion lasting 1 week requires fewer calculation "buckets" than a promotion lasting 52 weeks. The engine must calculate volumes and spend for every period within the duration.
- * Number of KPIs: Finally, the number of Key Performance Indicators (KPIs) defined in the KPI Set determines how many distinct values (Volume, Spend, ROI, Margins) must be computed, read, or written back for every single cell defined by the Product/Tactic/Time intersection.

Therefore, Option C correctly identifies the four specific levers-Products, Tactics, Duration, and KPIs-that directly dictate the memory usage and calculation time for any given promotion event.

NEW QUESTION # 25

Northern Trail Outfitters (NTO) wants to run a promotion on its products at a specific retailer, which sells through more than 20 direct stores and chain of outlets..

What should a consultant recommend using to represent the relationship between retailer stores and its outlet chains, in NTO's Consumer Goods Cloud TPM system?

- A. Customer Hierarchy
- B. Customer Sets
- C. Customer subaccounts

Answer: A

Explanation:

In Salesforce Consumer Goods Cloud, the Customer Trade Org Hierarchy is the foundational structure used to model the commercial relationships between accounts. This hierarchy is designed to handle the standard parent-child relationships found in retail, such as a Headquarters (Parent) governing multiple regional divisions, which in turn govern individual Stores or Outlets (Children).

When NTO needs to run a promotion that targets a retailer and trickles down to its 20+ direct stores and outlets, the Customer Hierarchy is the native mechanism to represent this. By setting up the Stores as child accounts of the Retailer Chain account in the hierarchy:

- * Data Aggregation: Sales volume and trade spend can automatically roll up from the stores to the chain level.
 - * Promotion Push: A promotion planned at the Chain level can be automatically pushed or made applicable to the underlying stores.
- "Customer Sets" (Option C) are typically used for grouping disparate, unrelated accounts for a specific promotion (e.g., "All Gas Stations in Florida"), whereas the retailer-to-store relationship is a permanent structural relationship best modeled by the standard Hierarchy.

NEW QUESTION # 26

A client asks a consultant what will be the total value of Baseline key performance indicator (KPI) for Product A in a promotion that is valid from December 1 through December 15. The client and consultant are aware of what was sent from the external system that manages baselines and sends it to the Consumer Goods Cloud application. They observe that all weeks for the year where the promotion was created had a baseline of

70 for Product A. The consultant knows the application follows standard calendar weeks and there is no weekday share profile configured.

What is the total value of the baseline for the promotion period?

- A. 0
- B. 1
- C. 2

Answer: B

Explanation:

This question tests the understanding of Time Aggregation and Day Weighting logic within the TPM calculation engine.

Here are the variables:

* Promotion Duration: December 1 to December 15 = 15 Days.

* Baseline Input: 70 units per week.

* Weekday Share Profile: None configured.

In Consumer Goods Cloud TPM, if no specific "Weekday Share Profile" (or "Day Weighting") is applied, the system defaults to a linear, even distribution of volume across the week.

* Calculate Daily Average: A standard week has 7 days. If the weekly baseline is 70, the daily baseline is $70 / 7 = 10$ units per day.

* Calculate Promotion Total: The promotion runs for 15 days.

* Calculation: $15 \text{ days} \times 10 \text{ units/day} = 150 \text{ units}$.

If the system had used a specific profile (e.g., "High Weekend Sales"), the math would differ based on how many Saturdays/Sundays fell within the Dec 1-15 window. However, with "no weekday share profile," the linear calculation applies.

Option B (140) would imply exactly two weeks (14 days), but the period is 15 days.

Option A (100) is incorrect. Thus, 150 is the correct calculated baseline volume.

NEW QUESTION # 27

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

Answer: B

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 # 28

Cloud Kicks (CK) has decided to extend its existing Salesforce solution by implementing Consumer Goods Cloud TPM. CK has started a discovery workshop and, due to a multi cloud solution, wants to have specific security requirements to limit users' access to

certain customers and products. Customer and product accessibility should be set by selecting specific combinations of elements, and also by using the customer and product hierarchy.

How should a consultant meet these requirements?

- A. Leverage Consumer Goods Cloud TPM's standard security to manage the edit and access rights in the User settings for individual users based on the accounts and product categories for which they are responsible.
- B. Leverage Consumer Goods Cloud TPM's permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.
- C. Leverage Salesforce Platform's standard security, which will derive the access to customer and promotional plans without the need to provide access to an individual customer at the Account and Product category levels.

Answer: A

Explanation:

Security in Consumer Goods Cloud TPM operates on two layers: the standard Salesforce record access (Sharing Rules) and the application-specific TPM User Settings.

For the complex requirement of "selecting specific combinations of elements" (e.g., User A handles 'Beverages' for 'Walmart' but only 'Snacks' for 'Target'), standard Salesforce Sharing Rules are often too blunt or require excessive maintenance. TPM addresses this via User Settings.

In the TPM application configuration, you can define Managed Accounts and Managed Products for each user or user profile. This acts as a filter for the Planning Grid (P&L view). When a Key Account Manager (KAM) logs in, the system checks these User Settings to determine which part of the massive Product x Customer hierarchy to load into their view. This ensures they only see and plan for the specific intersection of Customers and Categories they are responsible for. Option A correctly identifies this mechanism ("User settings") as the standard and intended way to handle this granular, matrix-based responsibility assignment within the TPM module, rather than relying solely on broad Platform security or Permission Sets.

NEW QUESTION # 29

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