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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q54-Q59):

### NEW QUESTION # 54

The key account managers (KAMs) at Universal Containers use, in their promotion planning process, the promotion scenario planning to achieve the best setup for the promotion.

How should a consultant configure the Adjustment key performance indicators (KPIs) that the KAMs want to use? 3

- A. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment subset to the KPI set, which is assigned to the promotion template.
- **B. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as PromotionScenarios subset to the KPI set, which is assigned to the promotion template. 4**
- C. Assign Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment KPIs on the Details page of the promotion template.

**Answer: B**

Explanation:

Scenario Planning in TPM allows Key Account Managers to create "What-If" versions of a promotion (e.g., "What if I increase the discount to 15%?") without affecting the live plan. To facilitate this, the user interface needs to know specifically which KPIs are relevant for these experimental adjustments.

In the TPM configuration, KPI Subsets are used to group KPIs for specific UI contexts (e.g., the Volume Card, the Spend Card).

For Scenario Planning, there is a specialized subset purpose, often referenced as the PromotionScenarios subset (or similarly named configuration hook depending on the specific release version, but conceptually the "Scenario" subset).

By adding the "Adjustment KPIs" (the specific metrics where users input their simulation data, like Simulated Lift %) to this specific subset in the KPI Set, the consultant ensures that when a KAM enters "Scenario Mode," these specific fields appear and are editable. This segregates the scenario inputs from the standard operational data, allowing the calculation engine to compute the "Scenario Result" separately from the "Active Plan Result" for comparison.

### NEW QUESTION # 55

A customer needs a solution to generate tactic product conditions in Consumer Goods Cloud and has asked a consultant to do a feasibility check.

What should the consultant advise the customer?

- A. Tactic product conditions can be generated only at the lowest product level in the product hierarchy.
- **B. Tactic product conditions can be generated only at the available product level configured in the tactic template.**
- C. Tactic product conditions can be generated on any product hierarchy level that the user chooses.

**Answer: B**

Explanation:

Tactic Product Conditions (TPCs) are the records generated by TPM to represent the "deal" in a way that can be executed—for example, a pricing condition record sent to an ERP to apply a 10% discount.

The generation of these conditions is not free-form; it is strictly governed by the configuration of the Tactic Template.

\* Feasibility Constraint: You cannot simply choose to generate a condition at the "Brand" level if the Tactic was designed and configured to operate at the "SKU" level, or vice versa.

\* Tactic Template Configuration: When setting up a Tactic Template (e.g., "Display - Gold"), the administrator defines the Product Level (e.g., Category, Brand, Product) at which this tactic operates.

The system relies on this configuration to know how to aggregate or split the data when generating the conditions.

Therefore, Option B is the correct advice. The system enforces the structure defined in the template. If the Tactic Template is configured for "Product Level" input, the conditions will be generated at the Product Level. If it is configured for "Category Level," the conditions will be generated at the Category Level. Option A is incorrect because the user cannot override the template configuration on the fly. Option C is incorrect because TPM supports conditions at higher levels (like Category) if the template is set up that way; it is not restricted only to the lowest level.

#### NEW QUESTION # 56

Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.

What should a consultant do to get an accurate, immediate view of promotions?

- A. Create real-time reporting (RTR) and add dimensions.
- B. Utilize a third-party AppExchange tool to run analysis.
- C. Export promotion data directly from the Promotion object.

**Answer: A**

Explanation:

In the context of Salesforce TPM, Real-Time Reporting (RTR) is a specialized capability designed specifically to address the need for immediate, in-context visibility into promotion performance.

Trade Promotion data is complex; it involves time-phased grids (weekly/daily), different metrics (Volume, Spend, Revenue), and dynamic calculations (Writeback). Standard Salesforce reports sometimes struggle to present this multi-dimensional "P&L" view effectively or instantaneously during the planning and execution flow. Exporting data (Option C) is a manual, static process that becomes obsolete the moment it is done, failing the "immediate view" requirement.

RTR allows users (like Key Account Managers) to view aggregated Key Performance Indicators (KPIs) directly within the application interface without waiting for overnight batch processing or data warehousing synchronization. By configuring RTR and adding the necessary dimensions (e.g., Product, Time, Tactic), the consultant empowers the user to see exactly how the promotion is tracking against its targets right now. This immediate feedback loop is crucial for "in-flight" adjustments to ensure promotion success.

#### NEW QUESTION # 57

In the Account Plan P&L key performance indicators (KPIs) Requirement, the design of the Latest Estimate KPI is all past periods and should show actual values, while current and all future periods should show planned values.

How should a consultant recommend building this in the KPI formula to determine past, current, and future weeks?

- A. Use an available calcHelper function.
- B. Use the standard Salesforce formula function PREVGROUPVAL.
- C. Use the existing planned values if actual values are 0.

**Answer: A**

Explanation:

This requirement describes a "Time-Phased" calculation, commonly referred to as "Actualization" or "Estimate to Complete" (ETC). The logic requires the system to dynamically switch the data source based on the current date: IF(Week < Current\_Week, Actuals, Plan).

The Calculation Engine (Processing Service) in Consumer Goods Cloud does not use standard Salesforce Formula syntax like PREVGROUPVAL (Option B), because it runs off-platform on a high-performance grid.

Instead, it utilizes a JSON-based configuration model. To handle complex time-logic like "Past vs. Future," the platform provides specific calcHelper functions (Option A). These are pre-built logic handlers available within the KPI definition syntax that allow the consultant to compare the column index (time period) against the current period index. This ensures that the "Latest Estimate" KPI automatically updates every week as time progresses, replacing "Plan" with "Actuals" without manual intervention.

#### NEW QUESTION # 58

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

**Answer: C**

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 # 59

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