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Salesforce Certified Sales Cloud Consultant Sample Questions (Q30-Q35):

NEW QUESTION # 30

Cloud Kicks (CK) is planning to use Person Accounts to maintain information on its retail customers. CK likes to track connections among customers to capture household relationships, referrals, and so on. One customer can have many relationships. What should a consultant consider when implementing Person Accounts and supporting many relationships between customers in Salesforce?

- A. Enable Contacts to Multiple Accounts to create indirect relationship between two or more Person Accounts.
- B. Use Contact for retail customers and use Accounts to maintain relationships.
- C. Create a custom field to establish relationships and create hierarchies among Person Accounts.

Answer: A

Explanation:

When using Person Accounts in Salesforce, the "Contacts to Multiple Accounts" feature allows for creating connections between Person Accounts, effectively enabling the tracking of indirect relationships such as household relationships and referrals. This feature facilitates linking a single contact (or Person Account) to multiple accounts, which can represent different relationship types. It is particularly suited for Cloud Kicks' need to capture various types of customer relationships, making it more flexible and scalable for

relationship tracking among retail customers.

Refer to the Salesforce documentation on [Contacts to Multiple Accounts](#) for more information on using this feature with Person Accounts.

NEW QUESTION # 31

Cloud Kicks is implementing Sales Territories for its retail sales unit. The sales director is requesting a detailed roll-up forecast for territories.

What should the consultant recommend?

- A. Include the Forecast Manager field on the Account page layout.
- **B. Assign a Forecast Manager to each region.**
- C. Assign a role for each manager in the user role hierarchy.

Answer: B

Explanation:

The Forecast Manager role is essential in Salesforce when working with Territory Forecasts. By assigning a Forecast Manager to each region, Salesforce can generate a roll-up forecast based on the territories managed within that region. The Forecast Manager oversees the forecasting process and can provide the sales director with the requested detailed roll-up forecast for each territory. Including the Forecast Manager field on the Account page layout or assigning roles in the user role hierarchy is useful for access control and organizational structure, but they do not directly impact the roll-up forecast functionality for territories. Assigning a Forecast Manager ensures accurate and hierarchical forecasting as per regional sales performance.

Salesforce Documentation References:

[Set Up Collaborative Forecasts by Territory](#)

[Forecast Manager Role in Territory Management](#)

NEW QUESTION # 32

Cloud Kicks wants sales reps to be able to give customers access to key files without setting up an Experience Cloud site.

Which Salesforce feature satisfies this requirement?

- **A. File sharing link**
- B. Chatter link
- C. Email template

Answer: A

Explanation:

Salesforce allows users to generate file sharing links, enabling sales reps to share specific files with customers without requiring an Experience Cloud site. This method is straightforward and provides direct access to the file, making it ideal for one-time or occasional sharing needs.

* Convenience and Simplicity: A file sharing link can be created directly from Salesforce and shared via email or other channels, offering a secure and easy way for customers to access key documents.

* Control Over Access: Salesforce provides options to manage the access level (view, download, etc.) for the shared link, ensuring secure and controlled file sharing.

Option A (email templates) and Option C (Chatter links) do not specifically offer the capability for direct file access by external customers. For more on file sharing, see [Salesforce Files and Content](#) documentation.

NEW QUESTION # 33

Cloud Kicks wants to improve its return on investment (ROI) by creating intelligent processes built on trusted, targeted data.

What is a justification for using AppExchange data services?

- A. To activate customizable sales forecasting and lead scoring
- B. To use Salesforce Surveys to update customers' data
- **C. To create customer segments with personas and scoring**

Answer: C

Explanation:

Using AppExchange data services can greatly enhance Cloud Kicks' ability to improve ROI through data-driven customer segmentation. These services offer advanced tools for building customer personas and applying scoring models, which enable targeted marketing and sales strategies. By leveraging enriched data from AppExchange, Cloud Kicks can gain deeper insights into customer behaviors and preferences, allowing for more personalized engagement and efficient resource allocation.

NEW QUESTION # 34

After Cloud Kicks implemented Sales Cloud Einstein, a consultant realizes they are unable to activate all of the features. Which step should the consultant take to troubleshoot the issue?

- A. Reconfigure the Einstein Lead Scoring app.
- B. Check the Sales Insights Integration User profile configuration.
- C. Confirm users have the feature license assigned.

Answer: C

Explanation:

Sales Cloud Einstein features require specific feature licenses for users to access and activate certain functionalities. When encountering issues with activating Einstein features, the first step is to confirm that the necessary feature licenses have been assigned to the appropriate users. Without these licenses, users will not have access to Einstein functionalities like Lead Scoring, Opportunity Insights, or Account Insights.

Assigning these licenses can be managed through Salesforce Setup under Permission Set Licenses, ensuring that each user who needs access to Einstein features has the correct permissions. This is a common troubleshooting step for Einstein-related issues, as access to these features is contingent upon proper licensing. Sales Cloud Einstein features require specific feature licenses for users to access and activate certain functionalities. When encountering issues with activating Einstein features, the first step is to confirm that the necessary feature licenses have been assigned to the appropriate users. Without these licenses, users will not have access to Einstein functionalities like Lead Scoring, Opportunity Insights, or Account Insights.

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NEW QUESTION # 35

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