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

NEW QUESTION # 41

Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.

Which implementation should the TPM consultant recommend?

- A. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.
- B. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.
- **C. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade Calendar promotions using the new Store Format attribute.**

Answer: C

Explanation:

The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).

Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities. Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).

The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

NEW QUESTION # 42

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

Answer: C

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 # 43

Northern Trail Outfitters (NTO) is interested in a technology that provides its key account managers (KAMs) with the ability to manage a promotional calendar and create customer volume forecasts.

Which application should NTO primarily leverage for this capability?

- A. Trade Promotion Optimization, using machine learning algorithms and data modeling tools for in-depth promotional analysis
- **B. Trade Promotion Management applications, designed to capture and analyze customer-specific data to create accurate forecasts**
- C. Customer Business Planning, focused on tracking customer relationships and volume forecasts

Answer: B

Explanation:

Trade Promotion Management (TPM) is the specific application module designed to handle the promotional calendar, trade spend, and the creation of volume forecasts (baseline and uplift). While Customer Business Planning (CBP) deals with the macro relationship and annual targets, and Trade Promotion Optimization (TPO) focuses on AI/ML optimization of those plans, the core requirement of "managing a promotional calendar" and "creating customer volume forecasts" describes the fundamental capabilities of the TPM application.

NEW QUESTION # 44

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

Answer: A

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 # 45

A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.

How should the consultant design this? 5

- A. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.
- **B. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.**
- C. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.

Answer: B

NEW QUESTION # 46

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