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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q16-Q21):

NEW QUESTION # 16

Cloud Kicks is a consumer packaged goods (CPG) organization with an in-house solution for predicting an optimized baseline for trade promotions, which should not be changed in Consumer Goods Cloud TPM.

What should a consultant recommend when integrating this in-house solution with Consumer Goods Cloud TPM?

- A. Create a read-only Baseline key performance indicator (KPI) to be used in the P&L calculations.
- B. Load Baseline directly into the Advanced Promotion object.
- **C. Load Baseline directly into the Customer Business Plan object.**

Answer: C

Explanation:

Baseline Volume is the forecasted sales volume expected without any promotional activity. In the Salesforce TPM architecture, the Customer Business Plan (CBP) is the primary container for high-level volume planning and targets for the year.

When an organization has an external, sophisticated "Optimized Baseline" engine (like an AI/ML demand planning tool), this data acts as the "source of truth" for the year's forecast.

* Integration Target: The consultant should integrate this data into the Customer Business Plan (CBP) object. The CBP holds the weekly/monthly volume data for the account.

* Data Flow: When a KAM creates a specific promotion in TPM, the promotion's calculation engine looks up the CBP to find the "Base Volume" for the relevant weeks and products.

* Read-Only Integrity: By loading it into the CBP (often into a locked or read-only KPI column within the CBP), the system ensures that the "Optimized Baseline" remains immutable during the promotion planning process, serving as the trusted anchor for calculating "Uplift" and "Incremental" volume.

NEW QUESTION # 17

A client needs a promotion that has BOGO (buy one get one free) as the type. A consultant has created a new tactic template called BOGO.

Which strategy should the consultant recommend to set up this promotion using the standard TPM functionality? 5

- **A. Use the compensation method BOGO.**
- B. Use a promotion template BOGO.
- C. Use the compensation method Per Case.

Answer: A

Explanation:

To execute a specific promotional mechanic like "Buy One Get One" (BOGO), the system needs to know how to calculate the cost. In Consumer Goods Cloud TPM, this financial logic is determined by the Compensation Method configured on the Tactic.

* Tactic Template: The consultant has already created the container (the "BOGO" Tactic Template).

* Compensation Method: This is the engine under the hood.

* Per Case: Calculates cost as \$X per unit sold. (Incorrect for BOGO).

* Fixed: Calculates cost as a flat lump sum. (Incorrect for BOGO).

* BOGO (or Free Goods): This specific compensation method contains the logic to understand that for every X units bought, Y units are given free. It calculates the "Cost" of the promotion based on the Cost of Goods Sold (COGS) of the free items, rather than a discount off the invoice.

Therefore, selecting the Compensation Method BOGO (Option B) is the critical configuration step. It instructs the calculation engine to apply the correct "Free Goods" formula to the tactic, ensuring that the Spend and ROI metrics reflect the cost of the given-away inventory.

NEW QUESTION # 18

When implementing Consumer Goods Cloud TPM, it is essential to ensure seamless integration with existing third-party systems for comprehensive functionality.

Which set of systems should a consultant discuss with the customer to ascertain compatibility and data synchronization with TPM?

- A. Customer Relationship Management (CRM), Supply Chain Management (SCM), and Human Resource Management (HRM) systems to ingest customer sales data, supply chain operations data, and employee performance metrics
- **B. Enterprise Resource Planning (ERP), Master Data Management (MDM), Product Information Management (PIM), Demand Planning, Data Warehouses, and Data Lakes to integrate master data, baseline volume forecasts, and shipment data**
- C. Point of Sale (POS) systems, Content Management Systems (CMS), and Digital Asset Management (DAM) systems to process retail transactions, digital content, and enterprise assets

Answer: B

Explanation:

A robust TPM implementation relies heavily on data that originates outside of Salesforce. The set of systems listed in Option A represents the critical "backbone" integrations required for Trade Promotion Management:

- * ERP (Enterprise Resource Planning): This is the source of truth for "Actuals." To settle claims and analyze promotion performance, TPM needs shipment and invoice data, which lives in the ERP.
 - * MDM (Master Data Management) / PIM (Product Information Management): TPM requires a clean, hierarchical structure of Products and Customers. Syncing this master data ensures that the "Product A" planned in Salesforce matches the "Product A" shipped by the warehouse.
 - * Demand Planning: TPM is often the input to demand planning (providing the promotional lift), but it also consumes the Baseline Forecast (what would sell with no promotion) from Demand Planning tools to calculate accurate ROI.
- While POS data (Option B) is useful for Retail Execution (checking shelf prices), it is less critical for the Trade Planning aspect compared to shipment data. Similarly, HRM (Option C) is generally irrelevant to trade promotion calculations. Therefore, Option A covers the essential data flow: Master Data (MDM/PIM) -> Baseline (Demand Planning) -> Execution/Actuals (ERP) 3333.

NEW QUESTION # 19

A client has asked that the discount key performance indicator (KPI) is manually provided by the key account manager (KAM). The discount KPI should only be editable at the total level for the tactic/product hierarchy and should not be editable on a weekly level.

How should a consultant design this discount KPI?

- A. Set the Edit mode of the discount KPI as Total.
- B. Set the Edit mode of the discount KPI as All.
- C. Set the Editable storage level of the discount KPI as Tactic.

Answer: A

Explanation:

In Salesforce Consumer Goods Cloud TPM, the behavior of Key Performance Indicators (KPIs) within the planning grid is governed by the KPI Definition, specifically the Edit Mode property. This property dictates where and how a user can input data. The requirement here is specific: the Key Account Manager (KAM) must provide a manual input (Writeback) for the discount, but this input is restricted to the Total column (the aggregate for the promotion duration) and must not be allowed in the weekly/periodic columns.

- * Edit Mode: Total (Option B): This is the correct configuration. When set to "Total," the cell in the Total column becomes editable. When the KAM enters a value (e.g., \$10,000), the calculation engine automatically distributes (disaggregates) this amount across the weeks and products based on a defined reference profile (like Baseline Volume). The individual weekly cells remain read-only or are overwritten by the distribution logic, preventing the user from manually "tweaking" specific weeks which could break the distribution logic.
- * Edit Mode: All (Option A): This would allow editing in both the Total column and the individual weekly cells, violating the requirement.
- * Editable Storage Level (Option C): This defines where the data is saved in the database (e.g., at the Tactic level vs. Product level), but it does not control the UI behavior of locking the weekly columns while allowing the Total column to be edited.

NEW QUESTION # 20

Northern Trail Outfitters (NTO) wants to plan with Consumer Goods Cloud, not only standard products but also bill of materials (BOMs)/shippers. Some of NTO's BOMs can change the quantities of their components during their lifetime.

How should a consultant suggest handling the scenario where the quantity of one component is changing in a BOM?

- A. Add an end date to the BOM product that is the date 1 day before the quantity change, and create a new BOM that is available on the date of quantity change and has the same components in the BOM relation object, but a new quantity for the affected component.
- B. Update the end date Valid Thru of the BOM relation object record between the BOM and the affected component with the date 1 day before the quantity change, and add a new BOM relation object record with the new quantity and Valid From is the date of quantity change.
- C. Update the quantity in the affected BOM relation object record between the BOM and the affected component with the new quantity, and update in this record the start date Valid From with the date of quantity change.

Answer: B

Explanation:

In Salesforce Consumer Goods Cloud TPM, Bill of Materials (BOM) or "Shippers" are handled through a relation object (often the Product Bill of Material or similar junction object) that links the parent BOM product to its component products. To maintain historical accuracy for past promotions while accommodating future changes (Slowly Changing Dimensions), you should not simply overwrite the existing record. Instead, the best practice is to "expire" the current relationship by setting the Valid Thru date to the day before the change. Then, create a new BOM relation record with the new quantity and a Valid From date starting on the day of the change. This ensures that calculations for historical promotions use the old quantity, while new promotions use the new quantity.

NEW QUESTION # 21

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