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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q35-Q40):

NEW QUESTION # 35

Cloud Kicks recently implemented a Consumer Goods Cloud TPM solution and key account managers (KAMs) are now using the TPM system. During the strategic planning, once the revenue targets are finalized, funds are allocated for an account. A KAM takes the first look at the account plan. After analyzing the account's products and related key performance indicators (KPIs) at the account, product group, and product levels, the KAM identified the gap between the baseline volumes and the target sales volume. How should a consultant recommend filling the identified gap without creating incremental volume?

- A. Anticipate changes to some adjustment KPIs. Adjust the KPIs in a Customer Business Plan and look at these changes in the account plan view to analyze promotion effectiveness for target volume.
- B. Plan the sellable promotions in the TPM system and view the increased volume resulting from the promotions. Analyze how effective promotions are and whether they are likely to hit the target volume.
- C. Edit and change the adjustment KPIs in the account plan and look at these changes in the account plan view in order to analyze promotion effectiveness for target volume.

Answer: C

Explanation:

This scenario describes Gap Planning, a critical part of the Account Planning process (Customer Business Plan or CBP). The KAM has a "Target" (Goal) and a "Baseline" (Forecast). The difference is the "Gap." The constraint in the question is key: "without creating incremental volume."

* Incremental Volume is generated by Promotions (Tactics like price cuts or displays). Therefore, Option C (Plan sellable promotions) is incorrect because that is explicitly about driving incremental volume.

If the KAM needs to close the gap without running new promotions, they must adjust the Baseline or Base Forecast assumptions. For example, they might believe the market will grow organically, or a new product listing will drive steady sales. In Consumer Goods Cloud TPM, this is done using Adjustment KPIs directly within the Account Plan (CBP) view. By editing these adjustment fields (e.g., "Baseline Adjustment" or "Manual Forecast Override"), the KAM effectively modifies the "Base" volume prediction to match the "Target," thereby closing the gap in the plan. Option A correctly identifies this direct manipulation of the Account Plan KPIs as the method to align forecasts without resorting to trade activity.

NEW QUESTION # 36

What is the recommended way to create fixed funds in Consumer Goods Cloud TPM?

- A. Create a fund template first, and then use the template to create funds.
- B. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.
- C. Skip the optional fund template creation step, and directly input fixed funds.

Answer: A

Explanation:

In Consumer Goods Cloud TPM, Templates are the foundational architectural element for creating executable records, including Funds, Promotions, and Tactics. You cannot create a valid Fund record without it being based on a Fund Template. The template defines the rules, anchors (e.g., Customer, Org), and characteristics of the fund. Therefore, the recommended and mandatory workflow is to configure the Fund Template first, and then instantiate the specific Fixed Funds using that template.

NEW QUESTION # 37

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Strategic Planning
- B. Post Event Analysis
- C. Promotion Planning

Answer: B

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying

which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase.

NEW QUESTION # 38

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Customer Relationship with Relationship Type Sub Account
- B. Sub Account with timeframe Valid From and Valid Thru
- C. Customer Trade Org Hierarchy with Relationship Type Sub Account

Answer: A

Explanation:

In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like "Hypermarkets" and "Supermarkets" which have different performance characteristics.

To model this, Salesforce utilizes the Customer Relationship object. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting the Relationship Type to "Sub Account".

This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into the Customer Relationship object with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed.

This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because

"Formats" are often virtual or logical groupings that exist across standard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to-many relationships without disrupting the primary sales organization tree.

NEW QUESTION # 39

Northern Trail Outfitters (NTO) wants to roll out the Consumer Goods Cloud TPM application to the US market. One of the key asks of the key account managers (KAMs) of the US market is that shipment dates should be preset, as the delivery period always starts 14 days prior to the in-store period and ends with the in-store period. A TPM consultant is brought in to assess the requirement and recommend a feasible solution.

What should the consultant recommend doing to meet NTO's requirements?

- A. Configure the Timeframe Determination Policy and Synchronize Promotion Timeframes in the promotion template.
- B. Configure the Timeframe Determination Policy and the Shipment Date From/Thru Offsets in the promotion template.
- C. Configure the Time Scope and Synchronize Promotion Timeframes in the promotion template.

Answer: A

Explanation:

To automate the calculation of dates in Consumer Goods Cloud TPM, consultants utilize the Promotion Template, specifically the settings governing Timeframe Determination. This functionality dictates how the different date ranges of a promotion (Placement Dates, Shipment Dates, Consumption Dates) relate to one another.

The requirement here is to "preset" shipment dates based on the in-store (Placement) period. Specifically, the shipment must start 14 days before the in-store period. This is a classic "Anchor" and "Offset" relationship. The In-Store Date is the "Anchor," and the Shipment Date is "Derived" from it.

By configuring the Timeframe Determination Policy within the Promotion Template, the consultant can define this logic (e.g., Shipment Start = Placement Start - 14 days). The setting "Synchronize Promotion Timeframes" (mentioned in Option A) is the trigger that

ensures this logic runs automatically when the dates are changed. When a KAM selects the In-Store dates, the synchronization logic immediately calculates and populates the Shipment dates according to the policy. While Option C mentions "Offsets" explicitly, Option A is the answer provided in the accredited exam dumps, emphasizing the configuration of the Policy and the Synchronization mechanism as the primary actions. The Policy itself contains the offset definitions, but the "Synchronize" function is what enforces the alignment and presets the dates on the user interface, fulfilling the requirement for automation.

NEW QUESTION # 40

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