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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q53-Q58):

NEW QUESTION # 53

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

Explanation:

To meet the requirement of showing "Promotion Total" values (aggregated scalars like Total ROI, Total Spend, or Total Uplift) rather than a time-series grid, the consultant should utilize the Scorecard component of the Real-Time Reporting (RTR) module.

* Scorecard RTR: This UI component is specifically designed to display single, high-level summary metrics (KPIs) in a card format. It is ideal for "at a glance" impact analysis.

* Configuration: The process involves:

* Flagging the necessary KPIs (e.g., Total Volume, ROI) as "Report Relevant" in the KPI Set configuration so they are exposed to the reporting layer.

* Adding these KPIs to the RTR Configuration JSON.

* Embedding this specific Scorecard component on the Promotion Record Page in Lightning App Builder.

* Why not Flatlist? A Flatlist (Option B) is typically used for tabular, time-phased data (e.g., a grid showing Volume Week 1, Week 2, Week 3). For a "Total Level" summary, a Flatlist is the wrong visualization tool.

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. Assign Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment KPIs on the Details page of the promotion template.
- C. 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

Answer: C

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

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

Answer: C

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 # 56

During a design session, a client has informed a consultant that base volumes for a group of planning level accounts is available only at the Sub Account level.

How should the consultant design this for planning accounts that rely on Sub Account data?

- A. Create a promotion template with Sub Account functionality enabled and enable Consider Sub Accounts functionality in the key performance indicator (KPI) definition to read volumes.
- **B. Select Sub Accounts on the Account P&L and select calculation mode as Sub Account Aggregation on the promotion template.**
- C. Create a Customer Set and create a promotion template with Sub Account functionality.

Answer: B

Explanation:

This scenario addresses a common data granularity mismatch: the Planning is done at the Parent (Anchor) level, but the Data (Base Volumes) resides at the Child (Sub Account) level.

To bridge this gap, the Promotion Template and Account P&L must be configured for Aggregation.

* Select Sub Accounts on Account P&L: The Key Account Manager must essentially "opt-in" the relevant sub-accounts into the view. This tells the system which children contribute to this plan.

* Calculation Mode: Sub Account Aggregation: This is the specific setting in the Promotion Template that dictates the engine's behavior. Instead of looking for a baseline volume record attached directly to the Parent Account (which doesn't exist in this scenario), the engine is instructed to look at the selected Sub Accounts, retrieve their individual baselines, and sum them up (Aggregate) to display the total at the Planning Account level.

Without this "Sub Account Aggregation" mode, the baseline at the planning level would likely show as zero because the system would default to looking for a direct match at the parent level. Option B correctly identifies the combination of UI selection (P&L) and calculation logic (Aggregation Mode) required to surface this data.

NEW QUESTION # 57

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. Skip the optional fund template creation step, and directly input fixed funds.
- C. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.

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 # 58

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