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Salesforce Certified B2B Solution Architect Sample Questions (Q99-Q104):

NEW QUESTION # 99

Universal Containers (UC) currently utilizes Sales Cloud and ExperienceCloud for its customers. For the next phase in its digital transformation, UC would like to enable its vast dealer network with the kinds of tools its direct Sales teams are currently using. UC is considering Partner Communities (PRM) on Experience Cloud.

UC's concern at the moment is making sure that its dealer network only gets access to the opportunities they themselves bring to UC or that UC submits to the dealer to close. This is a concern for the VP of direct sales who has issues with bringing PRM inat all. What is the initial suggestion a Solution Architect should provide to make Partner Communities work for UC?

- **A. Utilize the external sharing model to differentiate the sharing models between Internal Sales users and External Communities users.**
- B. Create public groups of partner companies and users at dealers, and share the opportunities using sharing rules.
- C. Utilize the same sharing model within the Partner Community that customers are currently using within the Customer

Community.

- D. Create two account lookups on the opportunity, one for dealer and one for partner company, and create sharing rules to share the records.

Answer: A

Explanation:

For Universal Containers to ensure that its dealer network only accesses relevant opportunities, the external sharing model in Salesforce Experience Cloud offers a tailored solution. This model allows for distinct sharing settings between internal and external users, enabling granular control over data accessibility. By leveraging this model, UC can configure sharing rules and access levels specific to Partner Community users, ensuring dealers only see opportunities they are directly involved with. This approach addresses the VP of direct sales' concerns by safeguarding internal opportunity visibility while effectively enabling dealers through PRM capabilities. Salesforce's documentation on sharing models and communities best practices underscores the importance of utilizing external sharing models to maintain data security and integrity in collaborative environments like Partner Communities.

NEW QUESTION # 100

Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines. With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-sell opportunity. Which three recommendations should a Solution Architect make to meet these needs? Choose 3 answers

- A. Stop creating leads in Sales Cloud for abandoned carts.
- B. Put all leads from the abandoned carts in a queue.
- C. Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- D. Create an opportunity when a customer clicks a cross-sell or upsell email link.
- E. Set up lead nurturing with Marketing Cloud and automate emails through journeys.

Answer: A,B,E

Explanation:

To address the challenges of increasing leads from abandoned carts and the workload on sales representatives, the following recommendations are made:

* C. Set up lead nurturing with Marketing Cloud and automate emails through journeys. Automating lead nurturing with targeted journeys allows UC to engage potential customers effectively, providing personalized follow-ups and offers based on their interactions, which can increase conversion rates without adding to the sales team's workload.

* D. Stop creating leads in Sales Cloud for abandoned carts. By not automatically creating leads for every abandoned cart, UC can reduce the volume of leads that sales representatives need to follow up on, allowing them to focus on more qualified opportunities.

* E. Put all leads from the abandoned carts in a queue. Organizing leads from abandoned carts into a queue allows for better management and prioritization. Sales representatives can then focus on leads with higher potential, based on predefined criteria such as cart value or customer behavior.

These strategies leverage Salesforce's capabilities in Marketing Cloud and Sales Cloud to optimize lead management and sales processes, as supported by Salesforce's documentation on lead management best practices and Marketing Cloud journey automation.

NEW QUESTION # 101

AW Heat & Cooling is a mid-sized manufacturing company that sells special purpose heating and cooling solutions. Sales have declined significantly, and analysis shows that customers are leaving due to long turnaround times for quotes, lack of flexibility, and confused salespeople that do not understand their customers and do not collaborate with each other. The company wants to streamline and improve the customer experience from end to end, including new communication channels and digital self-service offerings.

How should the Solution Architect arrange the roadmap to implement the company's stated priorities?

- A. Develop a comprehensive solution that includes Sales Cloud, Revenue Cloud, Service Cloud, and Experience Cloud as a basic version from the start.
- B. Fast-track Service Cloud followed by Sales Cloud, Revenue Cloud, and, later, Experience Cloud.
- C. Start with Service Cloud and Revenue Cloud, followed by Experience Cloud and, later, Sales Cloud.
- D. Start with Sales Cloud and Revenue Cloud, followed by Service Cloud and, later, Experience Cloud.

Answer: D

Explanation:

Starting with Sales Cloud and Revenue Cloud allows AW Heat & Cooling to immediately address the core issues affecting sales performance and quote turnaround times. Sales Cloud facilitates improved sales processes and customer management, while Revenue Cloud (including CPQ) streamlines the quoting and pricing processes, directly addressing the needs for flexibility and efficiency in sales. Subsequent implementation of Service Cloud will enhance customer service capabilities, and finally, integrating Experience Cloud will enable the development of digital self-service portals and new communication channels. This phased approach aligns with Salesforce's recommendations for prioritizing core sales and service functionalities before expanding to broader customer engagement and digital experience solutions.

NEW QUESTION # 102

Universal Containers is in the process of implementing a CPQ and B2B Commerce solution. The Technology team has completed the development for the current sprint and is demonstrating the functionalities to the business stakeholders during their sprint demo. While demonstrating products and pricing, and Sync between B2B and CPQ when requesting a quote, the stakeholders make a new request to include tiered pricing and map it to discount schedules on CPQ.

Which approach should a Solution Architect recommend while addressing the feedback from the stakeholders?

- A. Convey that it is not recommended to include M the initial MVP, since an extension is needed on the CPQ B2B Commerce Connector for the new requirement.
- B. Convey that this can be potentially picked up in the next sprint since the technical changes needed for this new user story are low effort.
- **C. Add the request as a new user story to the product backlog, and further schedule a meeting for prioritization and grooming.**
- D. Include it as a user story and accommodate it in the same sprint, since this is a feasible requirement and the CPQ B2B Commerce Connector is already set up.

Answer: C

Explanation:

* CPQ B2B Commerce Connector is a tool that synchronizes data from CPQ product and pricing objects to B2B Commerce objects¹.

* CPQ uses discount schedules and B2B Commerce uses tiered pricing to handle volume-based pricing²³.

* The connector does not support mapping tiered pricing to discount schedules out of the box²³.

* The connector uses pricing from B2B Commerce to define the pricing on the generated quote lines by setting their Special Price fields⁴.

Incorporating new requirements, such as tiered pricing and mapping to discount schedules in CPQ, into an ongoing Salesforce CPQ and B2B Commerce project requires careful consideration of project scope, timelines, and resource availability. Adding the new requirement as a user story to the product backlog allows for a structured approach to evaluating its impact on the project. Scheduling a subsequent meeting for prioritization and grooming ensures that stakeholders can discuss the new requirement in detail, assess its feasibility, and decide on its inclusion in the project timeline. This approach aligns with agile project management best practices, allowing for flexibility in responding to new requirements while maintaining project focus and efficiency.

NEW QUESTION # 103

Universal Containers (UC) is adding to its existing Salesforce implementation and currently uses Sales Cloud and Service Cloud. UC is looking to add Salesforce Field Service and Experience Cloud to allow its third-party contractors easier access to the data they need and to provide its customers a way to self-service.

UC has expressed interest in allowing its customers to be able to self-schedule maintenance work on their Assets. UC wants a solution to display scheduling options for the next month to its customers.

What should a Solution Architect consider in a potential solution?

- **A. Appointment-Assistant Self Service Scheduling**
- B. Salesforce Scheduler
- C. Lightning Web Components Calendar Module
- D. Standard Salesforce Asset Calendar

Answer: A

Explanation:

Appointment Assistant lets Field Service customers book, confirm, reschedule, or cancel their upcoming appointments. For Self-

Service Scheduling, you only need one license per org assigned to one user. You can also customize the look and feel of your self-service scheduling pages and embed them into your Experience Cloud site.

NEW QUESTION # 104

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