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Salesforce Certified Sales Cloud Consultant Sample Questions (Q12-Q17):

NEW QUESTION # 12

Cloud Kicks (CK) has requested a Statement of Work (SOW) that clearly details who will train users on new features and how the training will be delivered.

Which section of a SOW should the consultant discuss with CK to meet the requirement?

- A. Background
- B. Terms and Conditions
- C. Scope

Answer: A

Explanation:

The Scope section of the Statement of Work (SOW) typically includes details on the services and deliverables provided, which would encompass user training on new features and the method of delivery. The consultant should discuss this section with Cloud Kicks to clarify responsibilities and expectations related to user training, ensuring that the SOW addresses CK's requirements for effective user adoption and training outcomes.

NEW QUESTION # 13

Cloud Kicks (CK) is adding hundreds of new accounts to Sales Cloud daily. CK uses an automated process to assign Account owners. If no assignment can be made for an account, it will be routed to a specific user who will manually review and re-assign it at a later date. This user may have thousands of account records assigned.

Which solution should the consultant recommend when CK sets up the new account process?

- A. Add the user to a separate role at the lowest level of the role hierarchy.
- B. Assign the Modify All Data permission to the user.
- C. Place the user in 4 separate role at the highest level! of the role hierarchy.

Answer: A

Explanation:

When assigning a large number of records to a single user, as in the case of routing unassigned accounts for manual review, it's best to place that user at the lowest level of the role hierarchy. This configuration ensures that the user has access only to records they directly manage or need to review, minimizing unnecessary data visibility and reducing security risks. Placing the user at the lowest level in the hierarchy helps maintain data integrity and provides clear lines of record ownership.

For additional guidance on role hierarchy best practices, see: [Salesforce Role Hierarchy and Sharing](#).

NEW QUESTION # 14

Universal Containers has a large amount of data that currently lives in a system outside of Sales Cloud. Users need to see a subset of this data.

Which consideration should the consultant take into account?

- A. Salesforce Connect should be used with on-premises data systems.
- B. Salesforce Connect External Objects count against the limit of custom objects.
- C. Salesforce Connect allows real-time access to current data.

Answer: C

Explanation:

Salesforce Connect is designed to provide real-time access to data stored outside of Salesforce, allowing users to view and interact with external data as if it were native within Salesforce. This is ideal for Universal Containers since they only need access to a subset of the external data rather than migrating it entirely into Sales Cloud.

* Real-Time Data Access: Salesforce Connect provides users with access to up-to-date information from external systems, which is especially useful for large datasets that don't need full integration.

* Efficiency in Data Management: This approach avoids data duplication and maintains external system performance by only referencing the necessary records.

Option A (external objects counting against custom object limits) is incorrect, as external objects have their own limits separate from custom objects. Option B (using with on-premises systems) is incorrect, as Salesforce Connect can work with both cloud and on-premises data sources. For more, see the [Salesforce Connect Overview](#).

NEW QUESTION # 15

Universal Containers (UC) sales reps want to be assigned quality leads.

Which action should the consultant recommend to improve UC's process to produce higher quality leads?

- A. Analyze historical data on closed leads and conversions to improve the quality of leads.
- B. Identify business metrics and factors, then use picklists and formula fields to ensure data consistency.
- C. Create 4 custom field on the Lead object to generate a lead score to determine lead quality.

Answer: A

Explanation:

To improve lead quality, analyzing historical data on closed leads and conversions provides insights into the characteristics of successful leads. By identifying patterns in leads that converted successfully, Universal Containers can refine their lead scoring criteria and ensure that high-quality leads are prioritized.

* Data-Driven Lead Qualification: Analyzing historical data allows the organization to determine which attributes are associated with high conversion rates, leading to better targeting and qualification processes.

* Continuous Improvement: This approach enables iterative refinement of lead qualification criteria, helping to maintain a focus on leads with a higher probability of conversion.

Option A (using picklists and formula fields) ensures data consistency but does not directly improve lead quality. Option B (creating custom fields for lead scoring) is useful but should be informed by historical data analysis. For more guidance on lead quality improvements, refer to Salesforce's Lead Management Best Practices.

NEW QUESTION # 16

Universal Containers (UC) deployed Sales Cloud 3 months ago to the North American sales teams. One of the reasons UC selected Sales Cloud is its mobile support which provides flexibility for sales reps.

How should the consultant assure UC's management that Sales Cloud is being successfully adopted on mobile devices?

- A. Download the Login History report and filter by device type.
- B. Review the user profiles for mobile device permissions.
- C. Report on the opportunity records created on a mobile device.

Answer: C

Explanation:

To assess mobile adoption of Sales Cloud at Universal Containers, Salesforce administrators can use the Login History report, filtering by device type to see which logins occurred via mobile devices. This report provides detailed insights into how often users are accessing Salesforce through mobile, enabling management to gauge adoption specifically for mobile platforms. This method is efficient as it leverages Salesforce's built-in reporting capabilities, allowing for quick and clear analysis of user engagement on mobile, which directly aligns with UC's goals for flexibility and mobile accessibility.

Using this report is recommended over tracking opportunity records created on mobile, as login history gives a broader view of usage patterns across various mobile devices and not just specific actions like record creation

NEW QUESTION # 17

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