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Salesforce Consumer Goods Cloud: Trade Promotion Management

Accredited Professional Sample Questions (Q18-Q23):

NEW QUESTION # 18
Northern Trail Outfitters is at the start of a digital transformation and recently implemented Consumer Goods Cloud TPM. The key account manager (KAM) users want to have a landing page that can display different types of information, such as (but not limited to):
* Volume vs. Target Graph
* Deals (On Target, Above Target, Below Target) in Y/G/R
* Brand Performance
* Promo Performance
* My Items Pending Approval/ My Approvals Pending
How should a consultant recommend configuring this, considering permission sets and sharing rights?

- A. Configure landing pages with widgets of different visualizations and actions with awaiting approvals, daily tasks, dashboards, KPI reports, reminders where users can get access to data based on their sharing rights, profiles, and permission sets.
- B. Configure landing pages by using a JSON customization file and then upload it as a static resource to Salesforce with all visualizations and actions needed, and it can be provided based on the sharing rights, profiles, and permission sets.
- C. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.

Answer: B

Explanation:
This question targets the specific technical configuration of the TPM Cockpit (or Home Page/Landing Page) within the Consumer Goods Cloud managed package.
Unlike standard Salesforce Lightning Home Pages which are assembled via drag-and-drop components in the App Builder, the advanced TPM Landing Page-which aggregates complex, specific widgets like "Volume vs Target" graphs, P&L summaries, and approval lists-is traditionally configured using aJSON customization file.
This JSON file defines the structure, the specific "widgets" (cards) to display, their data sources, and layout properties. Once defined, this file is uploaded as aStatic Resourcein Salesforce. The system then references this resource to render the dashboard for the user. This method allows for highly specific, version-controlled configurations that can be assigned to different user profiles or personas (like a KAM vs. a Sales Director).
While standard sharing rules (Option C) controldatavisibility, they do not control theUI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 19
Cloud Kicks (CK) has decided to extend its existing Salesforce solution by implementing Consumer Goods Cloud TPM. CK has started a discovery workshop and, due to a multi cloud solution, wants to have specific security requirements to limit users' access to certain customers and products. Customer and product accessibility should be set by selecting specific combinations of elements, and also by using the customer and product hierarchy.
How should a consultant meet these requirements?

- A. Leverage Salesforce Platform's standard security, which will derive the access to customer and promotional plans without the need to provide access to an individual customer at the Account and Product category levels.
- B. Leverage Consumer Goods Cloud TPM's standard security to manage the edit and access rights in the User settings for individual users based on the accounts and product categories for which they are responsible.
- C. Leverage Consumer Goods Cloud TPM's permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.

Answer: B

Explanation:
Security in Consumer Goods Cloud TPM operates on two layers: the standard Salesforce record access (Sharing Rules) and the application-specific TPM User Settings.
For the complex requirement of "selecting specific combinations of elements" (e.g., User A handles 'Beverages' for 'Walmart' but only 'Snacks' for 'Target'), standard Salesforce Sharing Rules are often too blunt or require excessive maintenance. TPM addresses this viaUser Settings.
In the TPM application configuration, you can defineManaged AccountsandManaged Productsfor each user or user profile. This acts as a filter for the Planning Grid (P&L view). When a Key Account Manager (KAM) logs in, the system checks these User Settings to determine which part of the massive Product x Customer hierarchy to load into their view. This ensures they only see and

plan for the specific intersection of Customers and Categories they are responsible for. Option A correctly identifies this mechanism ("User settings") as the standard and intended way to handle this granular, matrix-based responsibility assignment within the TPM module, rather than relying solely on broad Platform security or Permission Sets.

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 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.
- C. 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.

Answer: C

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

Cloud Kicks (CK) has implemented Consumer Goods Cloud TPM and its administrator has uploaded Customer Business Plans (CBPs) in January for the current year (CY) and the next year (NY) for each Planning Customer Category combination. As some of CK's key account managers (KAMs) are responsible for all categories within a Planning Customer, the company would like to change the setup to have just one CBP by Planning Customer.
Which information should a consultant share with CK?

- A. The CBPs for the CY cannot be deleted, but CBPs for the NY can be deleted.
- B. The CBPs for the CY and NY can be deleted and set up as needed.
- C. None of the CBPs, which were created for the CY and NY can be deleted.

Answer: B

Explanation:
Customer Business Plans (CBPs) in Consumer Goods Cloud are records that establish the targets and planning data for a specific customer and year. If the granularity of the planning needs tochange (e.g., from
"Planning Customer + Category" to just "Planning Customer"), the existing CBP records can be deleted provided they are not locked by active workflows or other restrictive dependencies that strictly prevent deletion. Deleting the incorrect CBPs allows the administrator to re-upload or re-create the plans at the correct level of granularity (Planning Customer level) for both the Current Year and Next Year to meet the new business requirement.

NEW QUESTION # 22

Which set of promotion related characteristics will impact the scalability and performance of a promotion calculation within Salesforce TPM according to best practice?

- A. Number of planning accounts within a sales org; Number of products in the promotion account's product assortment; Number of key performance indicator (KPI) sets within the sales org; Number of tactics within the system
- B. Number of products in a promotion; Number of tactics within a promotion; Number of custom calendar periods defined for the business year; Amount of supportive TPM data in Cloud Processing Services

- C. Number of products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)

Answer: C

Explanation:
In Salesforce Consumer Goods Cloud Trade Promotion Management (TPM), performance and scalability are fundamentally determined by the size of the "calculation grid" generated by the Processing Services engine.
When a user opens or saves a promotion, the system must compute values for a specific intersection of data points. The complexity of this calculation is not determined by static org-level data (like the total number of accounts in the entire system), but rather by the specific dimensions involved in that single promotion's context.
The formula for this complexity is effectively a Cartesian product of the following four critical dimensions:
* Number of Products:Each product included in the promotion adds a row to the calculation grid. A promotion with 5 products is simple; a promotion with 5,000 products requires significantly more processing power.
* Number of Tactics:Tactics (e.g., Display, Flyer, Price Cut) multiply the data points. If a promotion has 5 products and 3 tactics, the engine calculates metrics for every product-tactic combination.
* Duration of the Promotion:The time dimension is critical. A promotion lasting 1 week requires fewer calculation "buckets" than a promotion lasting 52 weeks. The engine must calculate volumes and spend for every period within the duration.
* Number of KPIs:Finally, the number of Key Performance Indicators (KPIs) defined in the KPI Set determines how many distinct values (Volume, Spend, ROI, Margins) must be computed, read, or written back for every single cell defined by the Product/Tactic/Time intersection.
Therefore, Option C correctly identifies the four specific levers-Products, Tactics, Duration, and KPIs-that directly dictate the memory usage and calculation time for any given promotion event.

NEW QUESTION # 23
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