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Pass Guaranteed Quiz AP-205 - Consumer Goods Cloud: Trade Promotion Management Accredited Professional Latest Accurate Study Material

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q24-Q29):

NEW QUESTION # 24
Ursa Major Solar needs to migrate a promotion from its existing legacy system to Consumer Goods Cloud TPM.
Which structures need to be in place in the Salesforce org before migrating the promotion?

- A. Sales org, master data, promotion templates, tactic templates, all related KPI templates

- B. Org unit hierarchy, master data, assortment, promotion templates, payment templates
- C. Sales org, master data, promotion templates, funds, payment templates

Answer: A

Explanation:
Migrating active or historical promotions into Salesforce Consumer Goods Cloud TPM is a complex dependency management task. You cannot create a promotion record if the underlying "scaffolding" does not exist. The correct order of operations dictates that Sales Org and Master Data (Customers, Products, Periods) must be loaded first, as promotions are anchored to these entities. Crucially, however, theTemplatesare the "DNA" of any TPM object. A promotion cannot exist without a Promotion Templateto define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which requireTactic Templates.
Furthermore, and most importantly for this specific answer option, the calculation engine relies onKPI Templates(or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If theKPI templatesare not in place, the promotion has no "fields" or metrics to hold the migrated data values (like "Planned Volume" or "Fixed Cost"). Therefore, you cannot migrate the promotion data until the KPI structure thatdefinesthat data is fully configured and active in the target org. Option A correctly captures this full chain of structural dependencies: Org -> Master Data -> Promo Templates -> Tactic Templates -> KPI Templates.

NEW QUESTION # 25
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. 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.
- B. 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.
- C. 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.

Answer: B

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 Volumeis generated byPromotions(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 gapwithoutrunning new promotions, they must adjust theBaselineorBase Forecastassumptions. 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 usingAdjustment KPIsdirectly 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 # 26
A client wants to define the funds available to spend based on the revenue planned for a customer.
Which information does a consultant need to collect from the client to understand if this can be fulfilled with the TPM Funds functionality?

- A. The fund templates to which revenue-based funding will apply
- B. The tactic conditions to which revenue-based funding will apply
- C. The promotions to which revenue-based funding will apply

Answer: A

Explanation:
In Trade Promotion Management, funds generally fall into two categories:
* Fixed Funds:A set budget amount (e.g., $10,000) given for a year.
* Rate-Based (or Revenue-Based) Funds:A budget that accrues dynamically as a percentage of sales (e.
g., 5% of Gross Revenue).
The requirement describes aRevenue-Based Fund(often called "Live" or "Accrual" funds). The behavior of a fund-whether it is fixed or rate-based-is strictly defined by theFund Template.
Therefore, to assess feasibility, the consultant must identify theFund Templates(Option A). They need to knowwhichbuckets of money the client wants to behave this way. Once identified, the consultant configures these specific templates to "Rate Based" mode and links them to the appropriate "Source" KPI (e.g., Planned Revenue). This configuration allows the system to automatically calculate the "Available" fund value by multiplying the Planned Revenue by the defined percentage, fulfilling the client's requirement.
Options B and C are downstream elements; the fundamental behavior is dictated by the Fund Template.

NEW QUESTION # 27
Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.
What should a consultant do to get an accurate, immediate view of promotions?

- A. Export promotion data directly from the Promotion object.
- B. Create real-time reporting (RTR) and add dimensions.
- C. Utilize a third-party AppExchange tool to run analysis.

Answer: B

Explanation:
In the context of Salesforce TPM, Real-Time Reporting (RTR) is a specialized capability designed specifically to address the need for immediate, in-context visibility into promotion performance.
Trade Promotion data is complex; it involves time-phased grids (weekly/daily), different metrics (Volume, Spend, Revenue), and dynamic calculations (Writeback). Standard Salesforce reports sometimes struggle to present this multi-dimensional "P&L" view effectively or instantaneously during the planning and execution flow. Exporting data (Option C) is a manual, static process that becomes obsolete the moment it is done, failing the "immediate view" requirement.
RTR allows users (like Key Account Managers) to view aggregated Key Performance Indicators (KPIs) directly within the application interface without waiting for overnight batch processing or data warehousing synchronization. By configuring RTR and adding the necessary dimensions (e.g., Product, Time, Tactic), the consultant empowers the user to see exactly how the promotion is tracking against its targetsright now. This immediate feedback loop is crucial for "in-flight" adjustments to ensure promotion success4444.

NEW QUESTION # 28
Key account managers (KAMs) want to use existing promotions as a blueprint and run the same pattern at a future date with the same customer. To reduce the number of clicks, the TPM consultant must ensure that the application presets the products and tactics from the source promotion.
Which settings should the TPM consultant configure?

- A. Mark the promotion template as copyable, set up a child promotion relationship with the promotion template, and configure Usage Copy and Copied Components Tactics; Products
- B. Mark the promotion template as pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products
- C. Mark the promotion template as derivable, set up a child promotion relationship with the promotion template, and configure Usage Derive and Copied Components Tactics; Products

Answer: C

Explanation:
In Consumer Goods Cloud TPM, the concept of a "Blueprint" or "Pattern" promotion is handled through Derivation. This is distinct from a simple "Copy/Paste." A "Derivable" promotion acts as a parent or master template. To implement this:
* Mark as Derivable:The specificPromotion Templatemust be flagged as Derivable.
* Child Relationship:You must define the relationship that allows a new promotion to be spawned from this template.
* Usage Derive:The configuration setting Usage: Derive tells the system that this logic applies when deriving a child promotion, not just copying one.

* Copied Components:This is the most critical part for the user's requirement ("presets the products and tactics"). The consultant must explicitly selectTacticsandProductsin the Copied Components configuration.
If these components are not selected, the new promotion will be created with the correct dates and header info, but it will be empty (no products, no tactics). By configuringDerivewithCopied Components, the system duplicates the entire structure of the blueprint, allowing the KAM to simply adjust the dates or uplift numbers, significantly reducing click count and ensuring consistency with the "Blueprint" strategy.

NEW QUESTION # 29

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