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Salesforce Certified Sales Cloud Consultant Sample Questions (Q84-Q89):

NEW QUESTION # 84

Universal Containers is in the planning phase of its Sales Cloud implementation. In a recent discussion, the CEO expressed a desire to measure the return on investment (ROI) of its sales and marketing efforts by location.

Which solution should the consultant recommend?

- A. Track total accounts created by lead source and location.

- B. Track total opportunity pipeline by lead source and location.
- C. Track total cases submitted by lead source and location.

Answer: B

Explanation:

To measure ROI on sales and marketing efforts by location, it is crucial to track the opportunity pipeline based on both lead source and geographic location. This approach directly ties sales outcomes (opportunities) to the sources that generated those leads, offering a clear picture of ROI across different locations.

* Opportunity Pipeline as an ROI Indicator: Opportunities are directly tied to potential revenue, making them a key metric for evaluating sales success. By segmenting this data by lead source and location, Universal Containers can assess which locations are generating the most valuable sales leads.

* Leveraging Opportunity Data: Salesforce enables filtering and reporting on opportunities by lead source and location, which aligns with the CEO's interest in understanding ROI geographically.

Option B (tracking accounts created) would not directly measure sales revenue, and Option C (tracking cases) is not relevant to sales and marketing ROI. For more on opportunity tracking, see Salesforce Opportunity Management documentation.

NEW QUESTION # 85

Some of the large accounts at Northern Trail Outfitters have many contacts. Sales reps want to see how these contacts relate to each other and understand the reporting structure.

Which feature should the consultant recommend to meet this requirement?

- A. Contacts to Multiple Accounts
- B. Contact Hierarchy
- C. Contact Roles

Answer: B

Explanation:

The Contact Hierarchy feature in Salesforce Sales Cloud allows users to view and understand the relationships and reporting structures among contacts within the same account. This feature provides a visual representation of the hierarchy, enabling sales reps to quickly see how contacts are connected and who reports to whom within large accounts. This is particularly useful for large organizations where multiple contacts need to be managed, as it provides insight into key decision-makers and influencers in the account structure.

For more information, refer to the Salesforce documentation on Contact Hierarchy.

NEW QUESTION # 86

Universal Containers has been using Sales Cloud for the last 5 years to manage leads, accounts, contacts, and opportunities.

The SVP of sales recently attended a conference and learned about Sales Cloud Einstein features. The SVP is very interested in Einstein Lead Scoring and Einstein Deal Insights. The SVP hired a consultant to create an implementation immediately.

Which step should the consultant take first?

- A. Enable Einstein Activity Capture In a developer org.
- B. Enable both Einstein features In production.
- C. Run the Einstein Readiness Assessor in a sandbox.

Answer: C

Explanation:

Before implementing Einstein features such as Einstein Lead Scoring and Einstein Deal Insights, it is essential to run the Einstein Readiness Assessor. This tool evaluates the Salesforce org's data to determine whether it meets the requirements for these Einstein features, ensuring that they will provide accurate and actionable insights.

* Assessing Data Readiness: The Einstein Readiness Assessor checks if the data quality and quantity are sufficient for Einstein's AI-driven insights, which is crucial for accurate scoring and predictions.

* Informed Implementation Planning: Running the readiness assessment in a sandbox allows the consultant to understand any adjustments needed before enabling the features in production.

Option B (enabling Einstein Activity Capture in a developer org) and Option C (enabling both features in production) should be done only after confirming readiness. For more information, see the Einstein Readiness Assessor documentation.

NEW QUESTION # 87

Cloud Kicks wants to improve its return on investment (ROI) by creating intelligent processes built on trusted, targeted data. What is a justification for using AppExchange data services?

- A. To activate customizable sales forecasting and lead scoring
- **B. To create customer segments with personas and scoring**
- C. To use Salesforce Surveys to update customers' data

Answer: B

Explanation:

Using AppExchange data services can greatly enhance Cloud Kicks' ability to improve ROI through data-driven customer segmentation. These services offer advanced tools for building customer personas and applying scoring models, which enable targeted marketing and sales strategies. By leveraging enriched data from AppExchange, Cloud Kicks can gain deeper insights into customer behaviors and preferences, allowing for more personalized engagement and efficient resource allocation.

NEW QUESTION # 88

During the Deploy phase at Cloud Kicks, users are finding it difficult to navigate a new system which is contributing to low adoption. How should the consultant avoid this issue in the future?

- A. Conduct a beta review during the Validate phase.
- **B. Provide company-wide training throughout the project.**
- C. Develop test scripts during the Plan phase.

Answer: B

Explanation:

User adoption issues, like difficulty navigating a new system, can often be mitigated through ongoing, role-based training provided throughout the implementation project. Rather than waiting until deployment, offering training at different phases allows users to build familiarity with Salesforce gradually, enabling them to better understand and retain information. This approach, coupled with regular updates and support, ensures users are prepared and more comfortable with the new system by the time it goes live. Consistent training also reinforces the system's benefits and encourages users to engage with Salesforce more confidently and effectively, ultimately leading to higher adoption rates and better productivity in the long run.

Salesforce recommends varied training methods, including hands-on sessions, webinars, and in-app guidance, which cater to different learning preferences and support user engagement at every project stage. Conducting company-wide training can ensure all stakeholders have the skills they need to succeed with the system from day one.

References: Salesforce Trailhead emphasizes the importance of ongoing training and phased user engagement to boost adoption and ease the transition during a Salesforce implementation.

NEW QUESTION # 89

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