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Salesforce Sales Cloud Consultant exam 2024

What are the three areas of Sales Metrics, KPI's and Business Challenges - correct answer✔✔ 1. Lead Management

2. Opportunity Management 3. Forecast, Revenue and Performance

For Sales Metrics, what are the aspects of Lead Management - correct answer✔✔ 1. Number of Leads Converted

2. Lead Qualification score

3. Leads by source

For Sales Metrics, what are the aspects of Opportunity Management - correct answer✔✔ 1. Sales Pipeline

2. Number of sales deals closed

3. number of sales actvities

For Sales Metrics, What are the aspects of forecast, revenue and performance - correct answer✔✔ 1. percentage of quota achieved

2. average revenue generated

3. Sales Rep performance

4. Campaign ROI

For KPI's what are the aspects of lead management - correct answer✔✔ 1. Lead response time

2. Lead conversion percentage

3. rate of contact

For KPI's what are the aspects of opportunity management - correct answer✔✔ 1. opportunity to win ratio

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Salesforce Certified Sales Cloud Consultant Sample Questions (Q180-Q185):

NEW QUESTION # 180
UC operates in two currencies: EUR and USD. Its corporate currency is USD. When a sales team member tries to add products to an opportunity for a customer in the Eurozone, they are unable to find EUR prices.
What is the likely cause of this problem? Choose 2 answers:

- A. Sales users default currency is set to USD.
- B. Price book entries are missing EUR prices.
- C. Advanced currency management is deactivated.
- D. Opportunity currency is set to USD.

Answer: B,D

NEW QUESTION # 181
Cloud Kicks currently supports three business lines within a single Salesforce instance: Running, Athleisure, and Celebrity Co-Branded. The VP of Athleisure controls a large budget and is often able to re-prioritize business stories and 'shadow projects' into releases ahead of other groups.
This topic comes up frequently and often derails the monthly project management meeting. This limits the amount of time available to cover other critical topics.
Which strategy should the consultant recommend to address these issues?

- A. Propose a monthly executive steering committee to manage budget, handle direction questions, and ensure development capacity is split equitably.
- B. Create a weekly all-hands call, including business and technology resources, to review direction and priority of development.
- C. Divide the development team into three units/tracks to support each line of business Independently.

Answer: A

Explanation:
The recurring issue faced by Cloud Kicks involves a power imbalance and frequent re-prioritization by the VP of Athleisure, which disrupts project management meetings and limits time for other priorities. Establishing a monthly executive steering committee can address these issues effectively.
Here's why this is the best approach:
Balanced Oversight and Governance: An executive steering committee brings together key decision-makers to review priorities, manage budget allocations, and ensure all business lines are fairly represented in development planning. This provides a formal structure to manage competing interests.
Equitable Development Allocation: By involving multiple executives, the steering committee can objectively assess and allocate resources among business lines, helping to prevent one group from overshadowing others.
This will help maintain balanced focus and avoid over-prioritizing certain projects.
Strategic Decision-Making: With a recurring monthly meeting, the committee can focus on big-picture decisions, reducing the likelihood of frequent, ad hoc project adjustments that derail meetings and detract from strategic discussions.
Option A (weekly all-hands call) may be too frequent and is not ideal for executive decision-making. Option C (dividing the development team) could lead to resource inefficiencies and reduce flexibility. The steering committee approach is a standard Salesforce-recommended best practice for managing cross-functional priorities and balancing strategic initiatives. For more on governance best practices, refer to Salesforce's guide on Governance Frameworks.

NEW QUESTION # 182

The sales director does not want users viewing each other's Opportunities, but wants users to check to see that the Account does not already exist prior to creating a new Account. Which Organization-Wide Default should the Consultant recommend?

- A. Set Account to Public Read Only, and Opportunity to Public Read Only.
- B. Set Account to Public Read/Write, and Opportunity to Private.
- C. Set Account and Opportunity to Private.
- D. Set Account to Public Read/Write, and Opportunity to Controlled by Parent.

Answer: A

NEW QUESTION # 183

A sales representative at Northern Trail Outfitters needs to securely send confidential product roadmap information to a premier customer. Which two steps should be taken to send this information using content delivery? Choose 2 answers

- A. Require the customer to enter a password to view the content
- B. Remove access to the content after a specified date
- C. Require the customer to enter a security token to download the content
- D. Require the recipient to log into Salesforce to access the content

Answer: A,B

NEW QUESTION # 184

Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities. What should a consultant recommend to meet this requirement?

- A. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches closed/won stage.
- B. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat a accounts when it reaches closed/won stage.
- C. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches dosed/won stage.
- D. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches dosed/won stage.

Answer: C

NEW QUESTION # 185

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