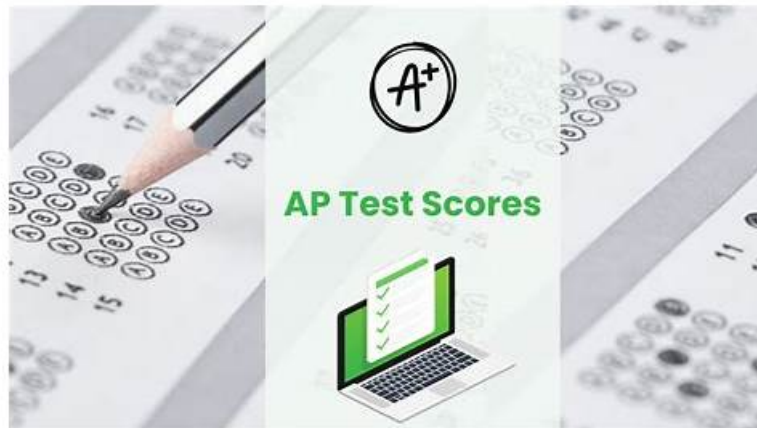


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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q59-Q64):

### NEW QUESTION # 59

A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.

Which considerations should the company factor in?

- A. User personas, business units, business milestones, change management
- B. User personas, business units, survey results, change management
- C. User personas, business milestones, service level agreements, change management

**Answer: A**

Explanation:

A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a "People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:

- \* User Personas: You must understand who is using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the KAMs before adding Finance users.
  - \* Business Units: Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.
  - \* Business Milestones: You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.
  - \* Change Management: TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.
- Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan.

#### NEW QUESTION # 60

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Post Event Analysis
- B. Strategic Planning
- C. Promotion Planning

**Answer: A**

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase.

#### NEW QUESTION # 61

When implementing Consumer Goods Cloud TPM, it is essential to ensure seamless integration with existing third-party systems for comprehensive functionality.

Which set of systems should a consultant discuss with the customer to ascertain compatibility and data synchronization with TPM?

- A. Point of Sale (POS) systems, Content Management Systems (CMS), and Digital Asset Management (DAM) systems to process retail transactions, digital content, and enterprise assets
- B. Customer Relationship Management (CRM), Supply Chain Management (SCM), and Human Resource Management (HRM) systems to ingest customer sales data, supply chain operations data, and employee performance metrics
- C. Enterprise Resource Planning (ERP), Master Data Management (MDM), Product Information Management (PIM), Demand Planning, Data Warehouses, and Data Lakes to integrate master data, baseline volume forecasts, and shipment data

**Answer: C**

Explanation:

A robust TPM implementation relies heavily on data that originates outside of Salesforce. The set of systems listed in Option A represents the critical "backbone" integrations required for Trade Promotion Management:

\* ERP (Enterprise Resource Planning): This is the source of truth for "Actuals." To settle claims and analyze promotion performance, TPM needs shipment and invoice data, which lives in the ERP.

\* MDM (Master Data Management) / PIM (Product Information Management): TPM requires a clean, hierarchical structure of Products and Customers. Syncing this master data ensures that the

"Product A" planned in Salesforce matches the "Product A" shipped by the warehouse.

\* Demand Planning: TPM is often their input to demand planning (providing the promotional lift), but it also consumes the Baseline

Forecast (what would sell with no promotion) from Demand Planning tools to calculate accurate ROI.

While POS data (Option B) is useful for Retail Execution (checking shelf prices), it is less critical for the Trade Planning aspect compared to shipment data. Similarly, HRM (Option C) is generally irrelevant to trade promotion calculations. Therefore, Option A covers the essential data flow: Master Data (MDM/PIM) -> Baseline (Demand Planning) -> Execution/Actuals (ERP) 3333.

#### NEW QUESTION # 62

What is the recommended way to create fixed funds in Consumer Goods Cloud TPM?

- A. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.
- **B. Create a fund template first, and then use the template to create funds.**
- C. Skip the optional fund template creation step, and directly input fixed funds.

**Answer: B**

Explanation:

In Consumer Goods Cloud TPM, Templates are the foundational architectural element for creating executable records, including Funds, Promotions, and Tactics. You cannot create a valid Fund record without it being based on a Fund Template. The template defines the rules, anchors (e.g., Customer, Org), and characteristics of the fund. Therefore, the recommended and mandatory workflow is to configure the Fund Template first, and then instantiate the specific Fixed Funds using that template.

#### NEW QUESTION # 63

A consultant needs to configure the Volume Only promotions so that the key account manager (KAM) can see the Volume Planning card (VPC).

Where should the consultant configure this to see the VPC?

- A. In the KPI subset
- B. In the tactic template
- **C. In the promotion template**

**Answer: C**

Explanation:

The Promotion Template is the master controller for the layout and behavior of a specific type of promotion.

When a business defines different types of promotions—for example, a "Full P&L Promotion" versus a "Volume Only Promotion"—they use different Promotion Templates to tailor the user experience.

For a "Volume Only" promotion, the business might want to hide financial complexity (like ROI or Fixed Funds) but must show the volume data. The visibility of the major UI components (Cards) is toggled directly on the Promotion Template record.

Within the Promotion Template configuration, there are specific checkboxes or settings for:

\* Show VPC (Volume Planning Card): Controls if the volume grid is visible.

\* Show SPC (Spend Planning Card): Controls if the financial grid is visible.

To ensure the KAM can see the VPC, the consultant must navigate to the specific Promotion Template used for "Volume Only" promotions and ensure the VPC visibility setting is enabled. While KPI Subsets (Option B) control which columns appear inside the card, the Promotion Template (Option C) controls whether the card appears at all. Tactic templates (Option A) control the individual tactics (e.g., Display, Flyer) and do not control the high-level promotion page layout.

#### NEW QUESTION # 64

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