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## 2026 High Hit-Rate Salesforce Valid AP-205 Exam Fee

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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q33-Q38):

### NEW QUESTION # 33

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. 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.**
- B. 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.
- 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: A**

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 Volume is generated by Promotions (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 gap without running new promotions, they must adjust the Baseline or Base Forecast assumptions. 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 using Adjustment KPIs directly 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 # 34

Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.

Which implementation should the TPM consultant recommend?

- A. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.
- B. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.
- **C. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade Calendar promotions using the new Store Format attribute.**

**Answer: C**

Explanation:

The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).

Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities.

Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).

The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

#### NEW QUESTION # 35

A key account manager (KAM) at Cloud Kicks wants to set up Customer Business Plans (CBPs) for a Planning Customer. The KAM wants to create a CBP for next year.

How should a consultant advise the KAM to set up the CBP?

- A. By specifying the Date From and Date Thru
- **B. By specifying the Business Year**
- C. By defining the Date From and number of month

**Answer: B**

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are the high-level containers used for annual volume and financial planning. Unlike specific promotions which have granular start and end dates (e.g., "Jan 1st to Jan 14th"), a Customer Business Plan is structurally designed to cover a standard fiscal or calendar year.

The recommended and standard best practice for setting up a CBP is to link it to a Business Year. When configuring the system, the administrator defines the Calendar and Business Years (e.g., 2024, 2025) in the master data. When a Key Account Manager (KAM) creates a new plan, they select the specific Year from a dropdown menu rather than manually entering a "Date From" and "Date Thru." This approach ensures data integrity and alignment with the corporate fiscal calendar. By selecting "Business Year: 2025," the system automatically understands the exact start and end dates based on the master calendar configuration (which might be Jan 1-Dec 31, or a fiscal offset like Oct 1-Sept 30). This prevents user error, such as a KAM accidentally creating a plan that runs for 13 months or starts on the wrong day of the week. It also facilitates "Year-over-Year" reporting, as the system can easily compare "CBP 2024" vs. "CBP 2025" because they are strictly defined by the Business Year object, ensuring that targets and baselines are aggregated into the correct annual buckets.

#### NEW QUESTION # 36

What is the most critical factor to consider when leading executive level requirements gathering sessions to recommend an appropriate solution?

- A. Prioritizing a user-friendly interface and experience to ensure quick adoption and operational continuity for the sales and marketing teams
- **B. Focusing on the business's strategic objectives, such as market expansion and return on investment (ROI), and tailor the TPM tool's functionality to these goals**
- C. Ensuring the application incorporates the latest features and adheres to benchmark standards to maintain a competitive edge

**Answer: B**

Explanation:

When conducting Discovery sessions, a consultant must tailor their approach to the audience. Executive-level stakeholders (VPs, C-Suite, Directors) are rarely concerned with the tactical nuances of button placement (User Interface - Option C) or the technical novelty of features (Benchmarks - Option B) in isolation. Their primary mandate is the financial and strategic health of the organization.

Therefore, the most critical factor is aligning the TPM solution with Strategic Objectives and ROI. Executives want to know how the system will help them grow revenue, improve trade spend efficiency (getting more sales for every dollar spent on promotions), or expand into new markets.

A consultant must frame the requirements gathering around questions like: "How do you currently measure the profitability of your trade spend?" or "What are your growth targets for the next fiscal year, and how does your current system hinder them?" By anchoring the solution recommendation in these strategic goals (Option A), the consultant ensures executive sponsorship. If the solution is technically perfect but fails to deliver the business insights required for market expansion or margin analysis, it will be deemed a failure by the executive leadership.

#### NEW QUESTION # 37

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 promotions to which revenue-based funding will apply
- C. The tactic conditions 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 a Revenue-Based Fund (often called "Live" or "Accrual" funds). The behavior of a fund—whether it is fixed or rate-based—is strictly defined by the Fund Template.

Therefore, to assess feasibility, the consultant must identify the Fund Templates (Option A). They need to know which buckets 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 # 38

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