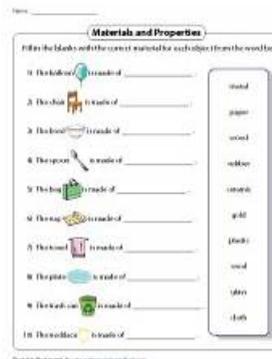# Reliable AP-205 Test Materials First-grade Questions Pool Only at DumpsFree

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q38-Q43):

NEW QUESTION # 38

A client needs a promotion that has BOGO (buy one get one free) as the type. A consultant has created a new tactic template called BOGO.

Which strategy should the consultant recommend to set up this promotion using the standard TPM functionality? 5

- A. Use the compensation method Per Case.
- B. Use the compensation method BOGO.
- C. Use a promotion template BOGO.

Answer: B

Explanation:

To execute a specific promotional mechanic like "Buy One Get One" (BOGO), the system needs to know how to calculate the cost. In Consumer Goods Cloud TPM, this financial logic is determined by the Compensation Method configured on the Tactic.

* Tactic Template:The consultant has already created the container (the "BOGO" Tactic Template).
* Compensation Method:This is the engine under the hood.
* Per Case:Calculates cost as $X per unit sold. (Incorrect for BOGO).
* Fixed:Calculates cost as a flat lump sum. (Incorrect for BOGO).
* BOGO (or Free Goods):This specific compensation method contains the logic to understand that for every X units bought, Y units are given free. It calculates the "Cost" of the promotion based on theCost of Goods Sold (COGS)of the free items, rather than a discount off the invoice.

Therefore, selecting theCompensation Method BOGO(Option B) is the critical configuration step. It instructs the calculation engine to apply the correct "Free Goods" formula to the tactic, ensuring that the Spend and ROI metrics reflect the cost of the given-away inventory.

NEW QUESTION # 39

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

In which capability area should a consultant begin their discovery process to identify these requirements?

- A. Funds Management
- B. Promotion Planning
- C. Strategic Planning

Answer: A

Explanation:

The requirement specifically focuses on the allocation of promotion spend1. In the Trade Promotion Management (TPM) architecture, the mechanism for defining, accruing, and distributing budgets to specific customers is the domain of Funds Management2.

WhileStrategic Planningsets high-level targets (e.g., "Grow revenue by 10%"), it is the Funds Management module that operationalizes the financial resources required to achieve those targets. It handles the logic for:

* Fund Types:Are budgets Fixed (lump sum) or Rate-Based (accrual from sales)?
* Allocation:How is money moved from a Headquarters fund to a specific Customer fund?
* Governance:Rules on who can spend what.

Therefore, to "optimize the allocation," the consultant must first analyze the current Funds Management processes (Option C) to understand how budgets are currently constructed and assigned to KAMs.

NEW QUESTION # 40

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

Answer: C

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 understandwhois 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
plan4.

NEW QUESTION # 41
A customer needs to create a promotion level report that has data for three Promotion key performance indicators (KPIs) and four
fields from the Promotion object: Promotion Name, Slogan, Anchor Account, Phase.
Which type of reporting solution should a consultant recommend to the customer?

- A. Real-Time Reporting
- B. External Reporting Solution
- C. Salesforce Lightning Reports

Answer: B

Explanation:
While Salesforce Lightning Reports (Option C) are excellent for standard object data (Name, Slogan, Phase), they struggle to
access the calculated KPIs (Volume, ROI, Spend) that reside in the Processing Service's memory or JSON blobs, unless those
KPIs are explicitly written back to the database. Even with writeback, joining them in a formatted "Promotion Level Report" (often
implying a tear-sheet or printable summary) can be rigid.
Real-Time Reporting (RTR)(Option A) is a UI component forviewingdata on a screen, not generating a persistent "Report"
document.
Therefore, for a requirement that mixes standard metadata (Slogan, Phase) with complex calculated KPIs into a cohesive report, the
recommended best practice in the TPM ecosystem is often anExternal Reporting Solution(Option B) such as CRM Analytics
(Tableau CRM) or a third-party generator. These tools can ingest the Writeback data (or query the API), join it with the Promotion
Object metadata, and render the pixel- perfect layout required by the customer3.

NEW QUESTION # 42
A manufacturer of health food snacks wants to better plan, manage, visualize, and monitor compliance with its trade promotions and
use of offline capabilities.
Which Salesforce solutions form the basis for a consultant developing an agenda and content for running discovery workshops with a
potential client?

- A. Trade Promotion Management, Field Service, Retail Execution
- B. CRM Analytics, Retail Execution, Trade Promotion Management
- C. Retail Execution, Marketing Cloud, Trade Promotion Management

Answer: A

Explanation:
To address the client's needs comprehensively:
* Plan and Manage Trade Promotions:This is covered byTrade Promotion Management (TPM).
* Monitor Compliance and Offline Capabilities:This is the core function ofRetail Execution (RE), which allows field reps to check
compliance (audits) in stores.
* Field Service: In the Salesforce Consumer Goods Cloud architecture, Field Service (specifically the dispatcher and scheduling
engines) often serves as the backend infrastructure that powers the Retail Execution visits, routing, and mobile offline capabilities.
Therefore, the combination of TPM (Planning), Field Service (Routing/Scheduling infrastructure), and Retail Execution
(Compliance/Offline execution) is the correct solution set.

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