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Salesforce Certified Sales Cloud Consultant Sample Questions (Q181-Q186):

NEW QUESTION # 181
Cloud Kicks noticed its data quality has degraded since its initial Sales Cloud implementation and is working with a consultant to develop a data management plan. The consultant suggested some best practices for creating, processing, and maintaining data. Which functional area can be improved by using third-party data enrichment tools?

- A. Owning roles and records
- B. Enforcing validation rules
- C. Monitoring changes and updates

Answer: C

Explanation:
To address data quality concerns, third-party data enrichment tools are particularly effective for improving the functional area of monitoring changes and updates. These tools can continuously validate, update, and enhance data, which is essential for maintaining data quality over time. Here's how they fit into Cloud Kicks' data management plan:

* Data Enrichment: Third-party tools can enhance Salesforce data by verifying and appending missing information, identifying inaccuracies, and ensuring data is up-to-date. This is especially useful for maintaining contact and account records in dynamic environments where data changes frequently.
* Monitoring and Automation: Many data enrichment tools provide features that automatically monitor data changes and updates. They can flag inconsistencies, correct outdated information, and maintain a high level of data accuracy and completeness, addressing one of the critical areas of data quality degradation.
* Salesforce Best Practices: Salesforce recommends using data enrichment tools as part of a comprehensive data management strategy. These tools help monitor and enhance data quality by integrating external sources, which ensures Salesforce data remains current and reliable.
* References: Salesforce provides guidance on data management best practices, which includes using third-party tools for data enrichment and monitoring. These are highlighted in resources such as Salesforce's Trailhead modules on Data Quality and Data Management, as well as in Salesforce documentation.
In summary, third-party data enrichment tools are ideal for monitoring changes and updates (Option A) in Salesforce, helping Cloud Kicks maintain accurate and high-quality data throughout the Sales Cloud implementation.

NEW QUESTION # 182
Access to Opportunities at Cloud Kicks should be restricted.
Sales users should only have access to two categories of Opportunities:
* Opportunities they own
* Opportunities that are tied to accounts they own
Which action should a consultant take to meet the requirement?

- A. Set organization-wide defaults for Accounts and Opportunities to Private.
- B. Set organization-wide defaults for Accounts and Opportunities to Public Read- Only.
- C. Set Opportunity access on the role to View All Opportunities associated with the owner's accounts.

Answer: C

Explanation:
To restrict access to opportunities such that sales users can only access:
* Opportunities they own
* Opportunities tied to accounts they own
The consultant should set the Opportunity access on the role hierarchy to "View All Opportunities associated with the accounts they own." Key Points:
* Organization-Wide Defaults (OWD): Setting OWD for Accounts and Opportunities to Private ensures that users cannot access records they don't own unless granted through sharing rules or role hierarchy.
* Role Hierarchy Settings: Adjusting the role hierarchy allows users to access opportunities associated with accounts they own, even if they don't own the opportunity records themselves.
* Opportunity Access on Roles:
* Navigate to Setup > Roles.
* Edit the relevant sales roles.
* In the "Opportunity Access" section, select "Users in this role can view all opportunities associated with accounts they own."
* Controlled Access: This configuration ensures that users see only the opportunities they own and those tied to their accounts, aligning with the requirement.
Salesforce Sales Cloud References:
* Role Hierarchy and Sharing Settings: Set Your Organization-Wide Sharing Defaults
* Opportunity Access via Roles: Define Access to Opportunities
* Grant Access Using Hierarchies: Roles and Internal Access
Why Options A and B are Incorrect:
* Option A: While setting OWD to Private is necessary, it doesn't by itself grant access to opportunities tied to accounts the user owns.
* Option B: Setting OWD to Public Read-Only would allow users to see all accounts and opportunities, which contradicts the requirement to restrict access.
By setting Opportunity access on the role to view all opportunities associated with the owner's accounts, Cloud Kicks ensures that sales users have appropriate access, fulfilling the specified access requirements.

NEW QUESTION # 183
Universal Containers (UC) has acquired another company that uses Sales Cloud and is migrating its legacy data, email alerts, and

approval processes.
Which steps should the consultant perform to maintain data integrity?

- A. Use the Sales Cloud clone feature to migrate email alerts and approval processes into UC's Sales Cloud org.
- B. Merge data from the existing Sales Cloud org into UC's Sales Cloud org, migrate email alerts, approval processes, and then users.
- C. Insert users and migrate email alerts and approval processes into UC's Sales Cloud org.

Answer: C

Explanation:
When migrating data and processes from one Salesforce org to another, it is essential first to set up users so they can be associated with records, email alerts, and approval processes. By initially inserting users into the new Sales Cloud org, Universal Containers can ensure that email alerts and approval processes retain their correct associations with users. This step-by-step approach preserves data integrity by aligning users with their respective records and workflow components.
For more on migrating Salesforce data and processes, see: Salesforce Data Migration Best Practices.

NEW QUESTION # 184
The sales manager at Universal Containers has noticed that sales teams are having trouble understanding who should own an Opportunity. Sales teams base their sales opportunities on assignments to specific ZIP codes.
Which solution should the consultant recommend?

- A. Sharing Rules
- B. Sales Territories
- C. Account Teams

Answer: B

Explanation:
Sales Territories in Salesforce are designed to help organize accounts, opportunities, and sales reps by geographic areas or other criteria, like ZIP codes. Implementing Sales Territories would provide clarity to sales teams regarding ownership of opportunities based on predefined geographic assignments.
* Territory Management for Geographical Sales Assignments: By setting up territories based on ZIP codes, Universal Containers can clearly delineate responsibility for opportunities, ensuring that the right sales reps are assigned based on geographic boundaries.
* Streamlining Ownership Rules: Sales reps can be automatically assigned opportunities within their territories, reducing confusion and improving accountability.
Option A (Sharing Rules) focuses on access rather than ownership, and Option C (Account Teams) relates more to collaboration on accounts rather than determining primary ownership. For guidance on territory management, see Salesforce Territory Management documentation.

NEW QUESTION # 185
A consultant is addressing Cloud Kicks' performance measurement needs and overcoming challenges within Sales Cloud.
Which approach should a consultant adopt?

- A. Rely on general industry standards to determine performance measurement criteria and system architecture.
- B. Implement standardized performance measurement practices to ensure consistency across Sales Cloud.
- C. Collaborate closely with the customer to discern their specific performance measurement requirements.

Answer: C

Explanation:
When determining performance metrics for Sales Cloud, it is essential to collaborate with the customer to understand their specific requirements. This approach ensures that the performance metrics and reporting solutions are tailored to the customer's business goals, providing more relevant and actionable insights. By engaging directly with Cloud Kicks, the consultant can develop a customized framework that addresses their unique challenges and objectives, rather than relying on generic industry standards, which may not fully capture the nuances of their business

NEW QUESTION # 186

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