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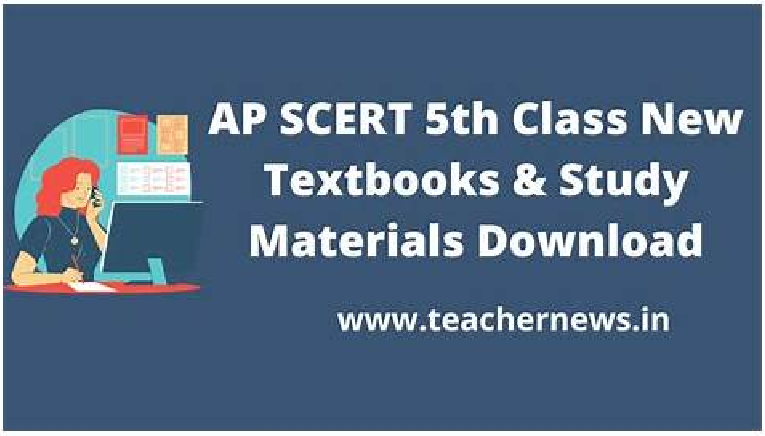

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q44-Q49):

NEW QUESTION # 44
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 a promotion template BOGO.
- C. Use the compensation method BOGO.

Answer: C

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 # 45
A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.
How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports to help track payments and funds based on a promotion's execution
- B. Using customized reports to monitor business development of competing brands' successes
- C. Using customized reports that help to evaluate the success of promotional events on product level

Answer: C

Explanation:
Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.
RTR supports PEA primarily by enabling the KAM to evaluate success at theProduct Level(Option A).
Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.
By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

NEW QUESTION # 46
Cloud Kicks is currently utilizing Consumer Goods Cloud TPM and wants to understand if it can use mass copy promotions now for the next few years in a single click.
Which limitation should the company keep in mind for mass copying promotions from the Trade Calendar view?

- A. They are possible with a custom date and timeframe for 18 months out-of-the-box.
- B. They are possible for a maximum 18-month timeframe.
- C. They are possible for only a 12-month timeframe.

Answer: B

Explanation:
The Mass Copy functionality in the Trade Calendar is a powerful productivity feature that allows Key Account Managers to duplicate successful promotion plans from one year to the next. However, to ensure system performance and stability, Salesforce imposes specific governor limits on this operation.
Duplicating promotions is not a simple record copy; it involves cloning the header, all associated tactics, product splits, and potentially re-calculating initial baseline values for the new dates. If a user were to attempt to copy promotions 5 years into the future in a single action, the calculation load would be immense.
According to the product documentation and best practices for Consumer Goods Cloud TPM, the standard limitation for the Mass Copy window is18 months. This means a user can select a source range and copy it to a target range, provided the target dates do not extend beyond 18 months into the future. This constraint balances usability (allowing for full next-year planning plus a buffer) with the technical constraints of the Processing Service, preventing timeouts and ensuring that the copied data remains manageable and accurate.

NEW QUESTION # 47
A key account manager (KAM) needs to plan promotions for a sports event at the beginning of the planning year. The customer fund does not hold enough money.
Which Consumer Goods Cloud settings allow the KAM to overspend the customer fund?

- A. Fixed Overdraw % and RBF Overdraw % setting on the fund template
- B. Fixed Overdraw % and RBF Overdraw % setting on the account extension
- C. Fixed Overdraw % and RBF Overdraw % setting on the transaction template

Answer: A

Explanation:
In Consumer Goods Cloud TPM, funds are governed by Fund Templates. These templates define the rules of engagement for the budget, including strictness on spending limits.
The scenario describes a situation where a KAM needs tooverspend(go into a negative balance) because the fund doesn'tyethave enough money (common at the start of the year before rate-based accruals have built up)
10.
To permit this, the administrator must configure theOverdrawsettings on theFund Template11:
* Fixed Overdraw %:Defines how much a fixed fund can be overspent.
* RBF Overdraw %:Defines how much a Rate-Based Fund (RBF) can be overspent.
If these are set to 0%, the system will block the promotion. By adjusting these percentages on theFund Template(Option B), the system allows the KAM to approve the promotion even with insufficient current funds, assuming the deficit will be covered by future sales accruals. Option A is incorrect as transaction templates define the movement of money, not the balance limits. Option C is incorrect as Account Extensions hold customer attributes, not fund rules.

NEW QUESTION # 48
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 Volumeis generated byPromotions(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 gapwithoutrunning new promotions, they must adjust theBaselineorBase Forecastassumptions. 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 usingAdjustment KPIsdirectly 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 # 49
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