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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q52-Q57):

NEW QUESTION # 52

A consumer goods manufacturer wants to track spending against trade promotion tactics, but does not want to manage the creation of fund records or the financial transactions between funds.

What should a consultant advise?

- A. The Funds module is optional in TPM so does not need to be implemented. Actual spend can still be compared to that

defined in the Spend Planning card (SPC), but not against the initial or subsequent transactions used to define the available value of funds. The system will not be able to prevent overspending.

- B. Tracking spend requires implementation of the Fund Management module. Initial fund values can be loaded as initial transactions by dataloading into the appropriate fund records. Subsequent transactions do not need to be managed in the system. The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.
- C. The Funds module is optional in TPM so does not need to be implemented.

Create a single fund per sales org with an initial value representing the total amount in the fund at sales org level to act as a dummy fund record so that Spend Tracking can be used.

The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud, the Funds Management module is indeed technically optional, but it is deeply integrated into the Tactic Spend calculation logic. The system's calculation engine typically requires a "Source" to attribute spend against, even if the user does not want to do complex checkbook management (deposits, withdrawals, transfers).

Option A describes the standard workaround for this "Lightweight Funds" requirement.

* The Dummy Fund: By creating a single, high-level fund for the Sales Org, you provide the necessary technical anchor for the system to record "Spend." This satisfies the data model requirement that every tactic spend must be associated with a funding source.

* Spend Tracking: This setup allows the manufacturer to see "Total Planned Spend" accumulating against this dummy bucket.

* Limitations: Since the client refuses to manage transactions (adding money to the fund), the system can only check overspending against the initial loaded value. It cannot support dynamic accruals or complex validations, but it fulfills the core requirement of "tracking spend" without the operational overhead of full fund management1.

NEW QUESTION # 53

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. Retail Execution, Marketing Cloud, Trade Promotion Management
- C. CRM Analytics, Retail Execution, Trade Promotion Management

Answer: A

Explanation:

To address the client's needs comprehensively:

* Plan and Manage Trade Promotions: This is covered by Trade Promotion Management (TPM).

* Monitor Compliance and Offline Capabilities: This is the core function of Retail 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.

NEW QUESTION # 54

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 tactic conditions to which revenue-based funding will apply
- B. The fund templates to which revenue-based funding will apply
- C. The promotions to which revenue-based funding will apply

Answer: B

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 # 55

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

- A. Ensuring the application incorporates the latest features and adheres to benchmark standards to maintain a competitive edge
- 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. Prioritizing a user-friendly interface and experience to ensure quick adoption and operational continuity for the sales and marketing teams

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 # 56

The Cloud Kicks IT architect has asked a consultant to integrate from the Enterprise Resource Planning (ERP) system to a Consumer Goods Cloud TPM solution for the downstream processes.

Which key data sources are required? 2

- A. Customer Hierarchy, Product Hierarchy, Role Hierarchy, and Gross List Price
- B. Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Gross List Price
- C. **Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Net List Price**

Answer: C

Explanation:

A successful TPM implementation relies on synchronizing "Master Data" and "Pricing Data" from the ERP, which serves as the system of record.

* Master Data: The Customer Hierarchy and Product Hierarchy must be mirrored in TPM so that promotions are planned against the correct entities (e.g., the exact SKU and the exact Bill-To Customer).

* Business Unit Structure: This defines the sales organization (Sales Org) context, ensuring data is siloed and calculated correctly for

different markets or divisions.

* Pricing: The critical differentiator in Option A is Net List Price. In Trade Promotion Management, the calculation waterfall typically starts with the List Price to determine the "Base Revenue." Depending on the specific industry standard, companies often rely on the Net List Price (Price after standard trade terms but before promotional discounts) to calculate the financial impact of a tactic. This price is imported from the ERP to ensure the "Planned Spend" in TPM matches the financial reality of the invoicing system.

NEW QUESTION # 57

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