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Salesforce Certified Sales Cloud Consultant Sample Questions (Q146-Q151):

NEW QUESTION # 146

Cloud Kicks wants to improve its return on investment (ROI) by creating intelligent processes built on trusted, targeted data. What is a justification for using AppExchange data services?

- A. To create customer segments with personas and scoring
- B. To use Salesforce Surveys to update customers' data
- C. To activate customizable sales forecasting and lead scoring

Answer: A

Explanation:

Using AppExchange data services can greatly enhance Cloud Kicks' ability to improve ROI through data-driven customer segmentation. These services offer advanced tools for building customer personas and applying scoring models, which enable targeted marketing and sales strategies. By leveraging enriched data from AppExchange, Cloud Kicks can gain deeper insights into customer behaviors and preferences, allowing for more personalized engagement and efficient resource allocation.

NEW QUESTION # 147

Universal Containers (UC) recently implemented new Sales Cloud solutions. UC stakeholders believe that user adoption is best measured by the login rate.

Which additional key metric should the consultant recommend?

- A. Cases closed in the last 30 days
- B. Events synchronized in the last 30 days
- C. Opportunities created in the last 30 days

Answer: C

Explanation:

While login rate is an indicator of system usage, a better measure of adoption in Sales Cloud is the number of Opportunities created, as it reflects actual engagement with sales activities. Monitoring the number of Opportunities created in the last 30 days can show if users are actively utilizing Sales Cloud for core functions like managing potential sales.

* Opportunity Creation as a Key Adoption Metric: Creating Opportunities indicates that sales reps are actively using the platform to track sales activities, which is a primary function of Sales Cloud.

* Complementing Login Metrics: This metric goes beyond mere logins to show that users are performing valuable tasks within the system, offering a more comprehensive view of adoption.

Option B (Events synchronized) and Option C (Cases closed) are not as directly tied to core sales activities in Sales Cloud. Salesforce highlights Opportunity management as a critical adoption metric, as noted in their Salesforce Adoption Guide.

NEW QUESTION # 148

Cloud Kicks (CK) recently implemented Einstein Opportunity Scoring in its production org. CK is using the Amount field in its Opportunity Scoring model.

What will a user without access to the Amount field on the Opportunity object observe?

- A. The Amount field will display an error in the contributing factors section.
- B. The Amount field will be hidden from the contributing factors section.
- C. The Opportunity Score field and the Amount field will be hidden for that user.

Answer: B

Explanation:

In Einstein Opportunity Scoring, if a user lacks access to a field (such as the Amount field) that is used as a contributing factor, that field is omitted from the scoring details that the user sees. Salesforce respects field-level security settings, so users without permission to view certain fields will not see those fields in the contributing factors section. Instead, the scoring model will still display, but without the restricted fields in the breakdown of contributing factors.

NEW QUESTION # 149

Northern Trail Outfitters (NTO) finished implementing Sales Cloud for a mid-market sales team. Sales management wants to track data completeness.

Which common metric should the consultant recommend that NTO use to measure core Sales Cloud data?

- A. Field Usage
- B. User Adoption

- C. Record Count

Answer: A

Explanation:

When evaluating data completeness in Salesforce, measuring Field Usage is a key metric. This metric helps determine how thoroughly users are populating critical fields across records. By analyzing field usage, Northern Trail Outfitters (NTO) can ensure that important data fields like Account Information, Contact Details, and Lead Attributes are consistently filled, which supports accurate reporting and overall data quality.

Field Usage directly impacts how well the team can leverage Sales Cloud for insights and decision-making, as incomplete data can hinder accurate analytics and reporting. Regular assessment of field usage is essential to maintain high data quality and maximize the effectiveness of Sales Cloud for sales management

NEW QUESTION # 150

The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org.

What should the consultant do to convert a Lead into a Person Account?

- A. Leave the Company field blank.
- B. Create an Apex trigger on the Lead object.
- C. Enable Contact Roles.

Answer: A

Explanation:

When Person Accounts are enabled in a Salesforce organization, they allow users to represent individual customers without the need for an associated company. To convert a lead into a Person Account, the key step is to leave the "Company" field blank on the lead record. This signals Salesforce to convert the lead into a Person Account rather than a Business Account.

Here's how it works:

* Person Account Conversion Criteria: Salesforce uses the presence or absence of data in the Company field to determine whether to convert a lead into a Business Account (when Company is populated) or a Person Account (when Company is blank).

* Streamlined Process: Leaving the Company field blank during lead entry ensures that the lead is treated as an individual, resulting in a Person Account upon conversion. No additional configurations or custom triggers are needed.

* Person Account Use Cases: Person Accounts are especially useful for B2C scenarios where individual customers do not have a company affiliation, as they combine Account and Contact functionalities into a single record.

Option A (Enable Contact Roles) and Option C (Create an Apex Trigger) are not necessary for this task, as Person Account conversion can be handled directly by Salesforce's standard lead conversion logic. For more details on converting leads to Person Accounts, refer to Salesforce's Person Accounts documentation.

NEW QUESTION # 151

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