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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q50-Q55):

NEW QUESTION # 50

Key account managers (KAMs) want to use existing promotions as a blueprint and run the same pattern at a future date with the same customer. To reduce the number of clicks, the TPM consultant must ensure that the application presets the products and tactics from the source promotion.

Which settings should the TPM consultant configure?

- A. Mark the promotion template as derivable, set up a child promotion relationship with the promotion template, and

Configure Usage Derive and Copied Components Tactics; Products

- B. Mark the promotion template as copyable, set up a child promotion relationship with the promotion template, and configure Usage Copy and Copied Components Tactics; Products
- C. Mark the promotion template as pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products

Answer: A

Explanation:

In Consumer Goods Cloud TPM, the concept of a "Blueprint" or "Pattern" promotion is handled through Derivation. This is distinct from a simple "Copy/Paste." A "Derivable" promotion acts as a parent or master template. To implement this:

- * **Mark as Derivable:** The specific Promotion Template must be flagged as Derivable.
- * **Child Relationship:** You must define the relationship that allows a new promotion to be spawned from this template.
- * **Usage Derive:** The configuration setting Usage: Derive tells the system that this logic applies when deriving a child promotion, not just copying one.

* **Copied Components:** This is the most critical part for the user's requirement ("presets the products and tactics"). The consultant must explicitly select Tactics and Products in the Copied Components configuration.

If these components are not selected, the new promotion will be created with the correct dates and header info, but it will be empty (no products, no tactics). By configuring Derive with Copied Components, the system duplicates the entire structure of the blueprint, allowing the KAM to simply adjust the dates or uplift numbers, significantly reducing click count and ensuring consistency with the "Blueprint" strategy.

NEW QUESTION # 51

Universal Containers (UC) wishes to produce a dashboard displaying basic up-to-date information regarding funds, promotions, and claims. UC wants to enable end users to modify the graphics within the report.

Which solution should a consultant recommend to meet this requirement?

- A. CRM Analytics Dashboards
- B. TPM Real-Time-Reports (RTR)
- C. **Salesforce Lightning Reports & Dashboards**

Answer: C

Explanation:

This question requires selecting the appropriate reporting tool based on two constraints: "basic up-to-date information" and "end users ability to modify graphics."

* **Salesforce Lightning Reports & Dashboards (Option A):** This is the standard, native Salesforce reporting tool. It is "live" (up-to-date) as it queries the database directly. Crucially, it is designed for self-service. A standard user (with appropriate permissions) can easily "Clone" a dashboard, change a bar chart to a donut chart, or adjust filters without needing developer skills or complex JSON configuration.

This fits the requirement for end-users modifying graphics perfectly.

* **TPM Real-Time-Reports (RTR) (Option B):** While RTR provides specific, high-speed P&L views for TPM, its visualization capabilities are often more rigid or technically configured (via JSON or admin setup) compared to the drag-and-drop simplicity of Lightning Dashboards. It is designed more for the

"Grid" view of a specific promotion rather than a general "Funds and Claims" dashboard.

* **CRM Analytics (Option C):** This is a powerful, enterprise-grade intelligence platform (formerly Einstein Analytics). While it offers superior visualization, it is generally considered a "heavy" solution.

Modifying dashboards in CRMA often requires a specialized license and a higher skill set (understanding datasets, lenses, and SAQL) than the "basic" modification requested for end users. It is typically used for deep data mining, not basic operational dashboards.

NEW QUESTION # 52

What is the recommended way to create fixed funds in Consumer Goods Cloud TPM?

- A. **Create a fund template first, and then use the template to create funds.**
- B. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.
- C. Skip the optional fund template creation step, and directly input fixed funds.

Answer: A

Explanation:

In Consumer Goods Cloud TPM, Templates are the foundational architectural element for creating executable records, including Funds, Promotions, and Tactics. You cannot create a valid Fund record without it being based on a Fund Template. The template defines the rules, anchors (e.g., Customer, Org), and characteristics of the fund. Therefore, the recommended and mandatory workflow is to configure the Fund Template first, and then instantiate the specific Fixed Funds using that template.

NEW QUESTION # 53

Northern Trail Outfitters (NTO) wants to roll out the Consumer Goods Cloud TPM application to the US market. One of the key asks of the key account managers (KAMs) of the US market is that shipment dates should be preset, as the delivery period always starts 14 days prior to the in-store period and ends with the in-store period. A TPM consultant is brought in to assess the requirement and recommend a feasible solution.

What should the consultant recommend doing to meet NTO's requirements?

- A. Configure the Timeframe Determination Policy and Synchronize Promotion Timeframes in the promotion template.
- B. Configure the Timeframe Determination Policy and the Shipment Date From/Thru Offsets in the promotion template.
- C. Configure the Time Scope and Synchronize Promotion Timeframes in the promotion template.

Answer: A

Explanation:

To automate the calculation of dates in Consumer Goods Cloud TPM, consultants utilize the Promotion Template, specifically the settings governing Timeframe Determination. This functionality dictates how the different date ranges of a promotion (Placement Dates, Shipment Dates, Consumption Dates) relate to one another.

The requirement here is to "preset" shipment dates based on the in-store (Placement) period. Specifically, the shipment must start 14 days before the in-store period. This is a classic "Anchor" and "Offset" relationship. The In-Store Date is the "Anchor," and the Shipment Date is "Derived" from it.

By configuring the Timeframe Determination Policy within the Promotion Template, the consultant can define this logic (e.g., Shipment Start = Placement Start - 14 days). The setting "Synchronize Promotion Timeframes" (mentioned in Option A) is the trigger that ensures this logic runs automatically when the dates are changed. When a KAM selects the In-Store dates, the synchronization logic immediately calculates and populates the Shipment dates according to the policy. While Option C mentions "Offsets" explicitly, Option A is the answer provided in the accredited exam dumps, emphasizing the configuration of the Policy and the Synchronization mechanism as the primary actions. The Policy itself contains the offset definitions, but the "Synchronize" function is what enforces the alignment and presets the dates on the user interface, fulfilling the requirement for automation.

NEW QUESTION # 54

At which level can a single fund be anchored in Consumer Goods Cloud TPM?

- A. Customer Only, Customer & Product Category, Customer & Brand
- B. Sales Org Only, Product Category Only, Sales Org & Product Category
- C. Product Category Only, Brand Only, Product Category & Brand

Answer: A

Explanation:

Funds in Trade Promotion Management represent the financial budget allocated to pay for promotional activities. In the Consumer Goods Cloud data model, Funds are inherently designed to support the commercial relationship with the retailer. Therefore, the Customer is the primary anchor.

A "Fund" is rarely just a floating pot of money for a product; it is money set aside for a specific retailer to promote specific products. The standard anchoring levels supported are:

* Customer Only: A general "Trade Budget" for Walmart, usable for any product.

* Customer & Product Category: A specific budget for "Walmart - Dairy". This ensures that money allocated for Dairy cannot be spent on Beverages.

* Customer & Brand: A specific budget for "Walmart - Nestle Brand".

Options B and C suggest funds anchored only to Products or Sales Orgs without the Customer dimension.

While Sales Org funds (Headquarters Funds) conceptually exist, the standard operational "Trade Fund" used by KAMs is anchored to the Customer hierarchy. Option A correctly reflects the hierarchy of specificity (Broad Customer Fund -> Category Specific -> Brand Specific) used in most CPG financial models supported by the platform.

NEW QUESTION # 55

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