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You can change the difficulty of these questions, which will help you determine what areas appertain to more study before taking your Salesforce Sales-Con-201 Exam Dumps. Here we listed some of the most important benefits you can get from using our Salesforce Sales-Con-201 practice questions.

Salesforce Certified Sales Cloud Consultant Sample Questions (Q42-Q47):

NEW QUESTION # 42

Cloud Kicks has purchased a list of prospects and wants sales reps to contact and measure the return on investment (ROI) of the purchased list.

Which solution should the consultant recommend?

- A. Import the list as new Leads and update the Lead Source to "Purchased Lead".
- B. Import the list as new Leads and map the Campaign during import.
- C. Import the prospects as Contacts and assign them to Accounts.

Answer: B

Explanation:

To measure the ROI of a purchased prospect list, importing the list as new Leads and mapping the Campaign during import is recommended. Here's why:

* Campaign Attribution: By associating the leads with a specific campaign, CK can easily track ROI by monitoring campaign-related metrics such as conversions, sales, and revenue directly attributable to the purchased list.

* Lead Tracking and Management: Importing as Leads allows for centralized tracking of all new prospects, enabling sales reps to follow up and progress leads through the sales funnel. Associating these leads with a campaign helps assess the effectiveness of the purchased list.

* Salesforce Best Practices: Salesforce recommends using Campaigns to track marketing initiatives and their ROI. By mapping leads to a campaign, CK can leverage standard Salesforce campaign reporting to assess effectiveness and ROI.

* References: Salesforce's documentation on Leads and Campaign Management provides details on importing leads and associating them with campaigns for ROI tracking.

In summary, importing the list as new Leads and mapping the Campaign during import (Option C) allows Cloud Kicks to effectively track and measure the ROI of the purchased list.

NEW QUESTION # 43

A consultant for Universal Containers is preparing to migrate the company's legacy CRM to Sales Cloud. The admin for the previous system is enthusiastic about Sales Cloud and driving the objectives of the implementation, but end users have expressed dissatisfaction about moving to a new platform.

How should the consultant determine and validate their approach with end users?

- A. Enlist the help of a champion to ensure that Sales Cloud is meeting end user needs.
- B. Conduct a technical review of Sales Cloud with developers to evaluate solutions for end users.
- C. Interview top-level executives to understand the Sales Cloud key performance indicators (KPIs) for end users.

Answer: A

Explanation:

To improve end-user adoption and address concerns regarding the new Sales Cloud platform, it's effective to enlist the help of a champion. A champion is someone within the organization who can advocate for the system, bridge the gap between end users and the project team, and help align the solution with user needs.

* Role of a Champion: Champions can provide valuable insights into end-user needs and help drive enthusiasm and acceptance among users by demonstrating the benefits of Sales Cloud.

* Encouraging User Buy-In: By having someone who understands the system and user concerns, the consultant can adjust the implementation approach based on user feedback, improving adoption and satisfaction.

Option B (interviewing top-level executives) might miss the specific concerns of end users, and Option C (technical review with developers) focuses on technical aspects rather than user experience and adoption. For more information, refer to Salesforce's User Adoption Strategies.

NEW QUESTION # 44

Universal Containers (UC) does business with a contact associated with a specific account with the contact role of executive.

The contact is also on the board of a nonprofit that has requested a charitable donation from UC. UC wants to track the contact on both accounts.

What is the most efficient solution that the consultant should implement to meet the requirement?

- A. Enable the Contact to Multiple Accounts feature.
- B. Create a new lookup field on the Contact record.
- C. Create a new Contact record related to the nonprofit account.

Answer: A

Explanation:

The most efficient way to track a single contact across multiple accounts, such as an executive associated with both a business and a nonprofit, is by enabling the Contact to Multiple Accounts feature. This functionality allows a contact to have a primary relationship with one account while also maintaining indirect relationships with other accounts. For example, the contact could be directly related to their primary business account while also being connected to a nonprofit account as an indirect relationship. This avoids the need for duplicate records and ensures that interactions across all related accounts are tracked within a single contact record.

NEW QUESTION # 45

Universal Containers is using Collaborative Forecasts and wants to show sales reps their individual numbers for opportunities they

are predicted to win based on amounts for all forecast categories over the next quarter.
What should a consultant recommend to meet this requirement?

- A. Add the Forecast Summary component to the page.
- **B. Use a formula field based on the forecast category.**
- C. Enable Cumulative Forecast Rollups.

Answer: B

Explanation:

Universal Containers uses Collaborative Forecasts and wants sales reps to see their individual numbers for opportunities they are predicted to win based on amounts for all forecast categories over the next quarter.

* Cumulative Forecast Rollups:

* Definition: This feature allows the forecast amounts to include values from multiple forecast categories, providing a comprehensive view.

* Configuration: When enabled, it sums up amounts from selected forecast categories such as Pipeline, Best Case, Commit, and Closed.

* Benefits for Sales Reps:

* Comprehensive View: Reps can see total potential sales, helping them understand their expected performance.

* Predictive Insights: Provides a better estimation of what they are predicted to win.

* Implementation Steps:

* Navigate to Setup > Forecasts Settings.

* Enable Cumulative Forecast Rollups and select the appropriate forecast categories to include.

Why Other Options Are Less Effective:

* Option A: Using a formula field may not capture dynamic forecast data across categories and time frames effectively.

* Option B: Adding the Forecast Summary component provides a snapshot but may not offer the cumulative view desired.

Salesforce Sales Cloud References:

* Collaborative Forecasts Overview: Salesforce Help - Collaborative Forecasts

* Enable Cumulative Forecast Rollups: Salesforce Help - Set Up Forecast Rollups

* Forecast Categories Explained: Understanding forecast categories is essential for accurate forecasting.

By enabling Cumulative Forecast Rollups, Universal Containers can provide its sales reps with a complete picture of their predicted wins over the next quarter, based on all relevant forecast categories.

NEW QUESTION # 46

Cloud Kicks has a Web-to-Lead form on its website. Following an update to the form to add new picklist values, some leads are routing to the default lead owner.

What should the consultant validate when troubleshooting the issue?

- **A. The picklist values are part of Lead assignment rule criteria.**
- B. Picklist values are included in only one rule entry.
- C. A new web-to-lead form needs to be created to reflect the new picklist values.

Answer: A

Explanation:

When troubleshooting leads routing to the default lead owner, the consultant should validate that the new picklist values are part of the Lead assignment rule criteria. Here's why:

* Assignment Rule Logic: If the newly added picklist values are not included in the lead assignment rules, Salesforce will not recognize them for routing and will instead send leads to the default owner.

Ensuring the criteria cover all picklist options is essential for correct routing.

* Consistency with Web-to-Lead: The lead assignment rules must align with the Web-to-Lead form options. If the form contains new picklist values, these values must also be accounted for in the assignment criteria.

* Salesforce Best Practices: Salesforce recommends regularly reviewing and updating assignment rules, especially after adding new fields or values that impact lead routing.

* References: Salesforce documentation on Lead Management includes guidance on configuring and validating lead assignment rules.

In summary, the consultant should validate that the new picklist values are included in the Lead assignment rule criteria (Option A) to ensure proper lead routing.

NEW QUESTION # 47

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