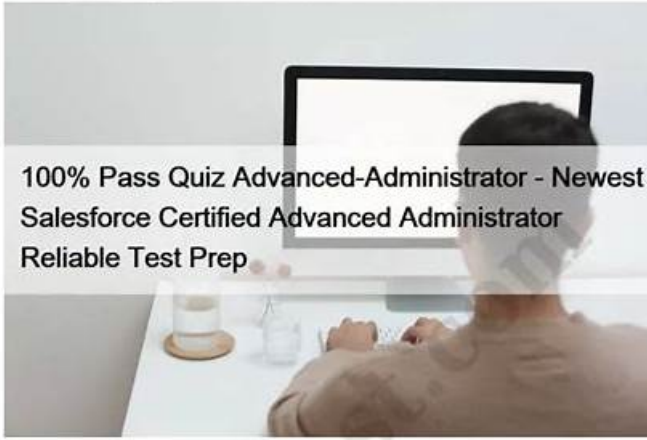


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Salesforce Consumer Goods Cloud: Trade Promotion Management

Accredited Professional Sample Questions (Q61-Q66):

NEW QUESTION # 61

A client wants to have an extra column to enter a fixed amount in a promotion. The column needs to be added next to the Planned Fixed Spend calculation. A consultant already created the new key performance indicator (KPI) definition and adjusted the proper KPI set.

Which additional configuration does the consultant need to do to make the column available on the promotion?

- A. Assign the SPC subset to the new KPI definition.
- B. Assign the VPC subset to the new KPI definition.
- C. Assign the tactic subset to the new KPI definition.

Answer: A

Explanation:

In the TPM User Interface, the Promotion P&L is divided into distinct sections known as "Cards" to organize the massive amount of data. The two primary cards are the Volume Planning Card (VPC) and the Spend Planning Card (SPC).

* VPC (Volume Planning Card): Contains metrics related to quantities, such as Baseline Volume, Uplift Volume, and Total Volume.

* SPC (Spend Planning Card): Contains financial metrics, such as Fixed Fees, Variable Spend, ROI, and Margins.

The requirement is to add a column for a "fixed amount" next to "Planned Fixed Spend." Since "Fixed Spend" is a financial/monetary metric, it resides within the Spend Planning Card. Creating the KPI definition is only the first step. To make that KPI visible on the UI, it must be assigned to the correct KPI Subset. The KPI Subset effectively acts as a filter or a view controller. If you create a financial KPI but do not assign it to the SPC Subset (Option B), it will exist in the system but will remain invisible to the KAM on the promotion screen. Option A is incorrect because the VPC is for volume, not spend. Option C is incorrect because "tactic subset" generally refers to the configuration of the tactic list itself, not the financial grid columns.

NEW QUESTION # 62

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 BOGO.
- B. Use a promotion template BOGO.
- C. Use the compensation method Per Case.

Answer: A

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 the Cost of Goods Sold (COGS) of the free items, rather than a discount off the invoice.

Therefore, selecting the Compensation 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 # 63

A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.

How should the consultant design this? 5

- A. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.

- B. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.
- C. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.

Answer: C

NEW QUESTION # 64

A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.

Which considerations should the company factor in?

- A. User personas, business units, survey results, change management
- B. User personas, business units, business milestones, change management
- C. User personas, business milestones, service level agreements, change management

Answer: B

Explanation:

A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a

"People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:

* User Personas: You must understand who is using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the KAMs before adding Finance users.

* Business Units: Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.

* Business Milestones: You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.

* Change Management: TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.

Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan.

NEW QUESTION # 65

A system administrator at Northern Trail Outfitters onboarded some new customers in the TPM org and created a new key performance indicator (KPI) set to do scenario planning for newly added customers. The system administrator configured the new KPI set in the promotion template and created new promotions using the same template. The system administrator also created new fields on the promotion and KPI maps to link the field on promotion with the KPIs stored in Consumer Goods Cloud Processing Service.

For which objects should the system administrator run Ad-Hoc Sync to see the scenario planning results immediately?

- A. KPI Map, Promotion Template, Customer Extension
- B. Account, Promotion Template, Customer Extension
- C. KPI Map, Promotion Template, Promotion

Answer: C

Explanation:

The Ad-Hoc Sync feature in Consumer Goods Cloud is a critical administrative tool used to push metadata and configuration changes to the Processing Service immediately, bypassing the standard nightly batch windows. This is essential during setup or debugging (like scenario planning configuration) to verify results instantly.

To determine which objects need syncing, analyze what was changed:

* New Fields & Linking: The admin created fields and updated the KPI Map. The KPI Map tells the engine how to read/write data from Salesforce fields into the calculation grid. If this isn't synced, the engine won't know the new fields exist.

* Configuration: The Promotion Template was modified to include the new KPI Set. The template is the blueprint; the engine needs this new blueprint to know which KPIs to display and calculate.

* Transactional Data: Promotions were created using this template. For the scenario planning to work on these specific records, the promotion instances themselves must be recognized by the processing layer.

While "Customer Extension" (Option B/C) is important for account-level attributes, the scenario specifically highlights changes to the KPI definition, Template structure, and the Promotions themselves. Therefore, the set

{KPI Map, Promotion Template, Promotion} represents the specific metadata chain that must be refreshed for the calculation engine to correctly process the new scenario planning logic.

NEW QUESTION # 66

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