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Salesforce Certified Sales Cloud Consultant Sample Questions (Q71-Q76):

NEW QUESTION # 71

Northern Trail Outfitters published detailed activity measures for its sales teams 6 months ago. The VP of sales has noticed that the number of sales activities reps have logged has increased to meet the new standards, but the actual number of booking activities remains low. The VP suspects that sales reps misunderstand the activity measures process. What should the consultant recommend?

- A. Deploy Sales Engagement and use Cadences.
- B. Train the reps on targeted interactions.
- C. Reevaluate Opportunity stages.

Answer: A

Explanation:

Since the VP of Sales at Northern Trail Outfitters has observed an increase in logged activities but low booking numbers, it's likely that sales reps need guidance on how to engage in more meaningful and targeted interactions. Training on targeted interactions can help reps understand which types of activities contribute to booking success, ensuring they are not just meeting activity quotas but also driving meaningful results.

* **Improving Understanding of Sales Activities:** By training reps on targeted interactions, they can better identify high-value activities that lead to conversions and bookings, as opposed to simply logging activities for compliance.

* **Aligning Activities with Outcomes:** This approach helps reps focus on quality over quantity, enabling them to connect with prospects in ways that are more likely to result in bookings.

Option A (Sales Engagement and Cadences) would be useful for structured outreach but does not address the need for understanding specific types of interactions, and Option C (reevaluating Opportunity stages) is unrelated to activity measures. For guidance on sales training strategies, refer to Salesforce's Sales Enablement resources.

NEW QUESTION # 72

Predefined groups of sales reps work collaboratively on Accounts in the Cloud Kicks (CK) sales model. Each group is also responsible for specific accounts. CK has organization-wide default access set to Public Read/Write for Accounts. CK discovered this caused issues with data quality where reps edited accounts outside their scope of responsibility. CK wants to allow reps to view any account, but restrict editing to only reps who are responsible for those specific accounts.

Which step should a consultant recommend to allow reps to continue to collaborate while eliminating incorrect edits?

- A. Change Account organization-wide defaults to Private.
- B. Create an Account sharing rule to grant Read/Write access to all accounts.
- C. Change Account organization-wide defaults to Public/Read-Only.

Answer: B

Explanation:

To restrict edits to only those responsible for specific Accounts while still allowing visibility to all, changing the organization-wide defaults to Public Read-Only is recommended. This setting enables all users to view Accounts but restricts editing capabilities. Subsequently, CK can grant additional Read/Write access to specific groups or users through Account Teams or sharing rules based on responsibility.

Salesforce best practices suggest adjusting organization-wide defaults to align with the least privilege principle, which enhances data integrity by limiting access to only what is necessary.

NEW QUESTION # 73

Management at Universal Containers wants to identify duplicate Leads in its org so marketing reps can clean them up later. What should a consultant do to ensure clean leads for the marketing reps?

- A. Run a duplicate job with a Matching Rule.
- B. Create a formula field on Lead for duplicates.
- C. Create a Validation Rule to find duplicates.

Answer: A

Explanation:

To identify duplicate Leads in Salesforce, a duplicate job using a Matching Rule is an effective approach.

Duplicate Jobs leverage pre-defined or custom matching criteria to identify records that may be duplicates, which can then be reviewed and cleaned up by marketing reps.

* **Matching Rules and Duplicate Jobs:** Matching Rules define how duplicate records are identified based on specific field criteria. A duplicate job uses these rules to scan records and generate a report of potential duplicates.

* **Supporting Data Quality:** This process is efficient for identifying duplicates on a large scale, which can then be reviewed and merged as necessary by marketing reps.

Option A (formula field) and Option B (validation rule) are not designed for detecting duplicates. For more information, refer to the Salesforce Duplicate Management documentation.

NEW QUESTION # 74

Northern Trail Outfitters had issues with its last two Salesforce deployments, both of which caused system downtimes that exceeded planned estimates. The CIO asked a consultant to develop a Risk Register to identify and mitigate these types of issues with future deployments. The CIO asked the consultant to log the two previously known issues as a starting point for the register.

In which Risk category do these system downtime issues fall?

- A. Operational Risk
- B. Compliance Risk
- C. **Technical Risk**

Answer: C

Explanation:

The system downtimes during past deployments fall under the category of Technical Risk. Here's why:

* **Technical Nature of Issue:** System downtime is directly related to the performance, reliability, and technical aspects of Salesforce deployments. Technical risks encompass potential issues related to system functionality, stability, and the implementation of technology.

* **Risk Register Considerations:** A Risk Register categorizes risks to help with mitigation planning.

Since the issues were due to technical failures during deployment, this aligns with Technical Risk, as it involves technology infrastructure and deployment processes.

* **Salesforce Best Practices:** Identifying and categorizing technical risks helps to prepare and allocate resources effectively, reducing the likelihood of similar issues in future deployments.

* **References:** Salesforce's guidance on Risk Management and Deployment Planning includes information on managing technical risks associated with deployments.

In summary, Technical Risk (Option A) is the appropriate category for issues related to system downtimes during Salesforce deployments.

NEW QUESTION # 75

The sales manager at Cloud Kicks has proposed that the consultant hold a discovery meeting with 250 employees who use Sales Cloud currently to gain information to improve adoption.

Which approach should the consultant recommend to the sales manager to meet this goal efficiently?

- A. Meet with a large group of employees to listen to their feedback.
- B. **Send a survey to all employees asking for a list of desired changes.**
- C. Ask all employees to email their ideas and feedback to the consultant.

Answer: B

Explanation:

For gathering feedback efficiently from a large group of users (250 employees), sending a survey is the recommended approach.

Here's why:

* **Scalability and Efficiency:** A survey can quickly reach all employees and provide a structured way to collect a wide range of input without needing to organize a large-scale meeting. Surveys can include various question types to capture qualitative and quantitative data, making it easier to analyze responses.

* **Encouraging Participation:** Surveys allow employees to provide feedback at their convenience and tend to be less intrusive than group meetings, which may be challenging to coordinate for a large number of users.

* **Data Analysis and Reporting:** Using a survey tool enables the consultant to analyze and categorize responses, identifying trends or common themes in the feedback. This helps in prioritizing changes based on the collective input.

* **References:** Salesforce offers survey capabilities that can be utilized directly within Sales Cloud or through integrated tools available on the AppExchange, making it easy to manage responses and view insights directly in Salesforce.

In summary, sending a survey (Option B) is the most practical and efficient approach to gathering input from a large group of employees, allowing the consultant to collect comprehensive feedback that can inform strategies for improving Sales Cloud adoption.

NEW QUESTION # 76

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