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Salesforce Certified Sales Cloud Consultant Sample Questions (Q76-Q81):

NEW QUESTION # 76

The admin at Universal Containers has been getting complaints from sales reps about duplicate leads within Sales Cloud. The admin has already set up a Matching Rule for Leads.

What should the consultant recommend to resolve the issue?

- A. Change the criteria for the standard Lead Matching Rule.
- B. Confirm the standard Lead Matching Rule is deactivated.
- **C. Confirm the custom Lead Matching Rule is activated.**

Answer: C

Explanation:

To resolve the issue of duplicate leads within Sales Cloud, the consultant should recommend confirming that the custom Lead Matching Rule is activated. While the admin has set up a Matching Rule for Leads, it is essential to ensure that the correct custom rule is active and functioning as intended. This will help in identifying and managing duplicates more effectively, reducing complaints from sales reps.

NEW QUESTION # 77

CORRECT TEXT

What are key ways to manage and measure campaign ROI?

Answer:

Explanation:

1. Viewing campaign progress and response through reports and dashboards
2. Tracking information through the campaign and campaign member field

NEW QUESTION # 78

Sales representatives at Universal Containers log activities on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activities on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?

- A. Activates report on accounts and opportunities the manager owns
- **B. Activities report on accounts the manager owns**
- C. Activities report on accounts and contacts the manager owns
- D. Activities report on accounts, contacts, and opportunities the manager owns

Answer: B

NEW QUESTION # 79

At Universal Containers, in addition to the sales team, support reps are sometimes eligible for commissions.

When support reps are involved in a deal, they should receive a credit of 15% of the revenue.

What should the consultant consider when designing a revenue sharing solution?

- **A. Revenue splits allocated on an Opportunity can total any percentage.**
- B. Overlay splits can be assigned to any user with the appropriate profile.
- C. Revenue splits are required in order to use overlay splits.
- D. Overlay splits Allocated on an Opportunity can total any percentage.

Answer: A

NEW QUESTION # 80

After Cloud Kicks implemented Sales Cloud Einstein, a consultant realizes they are unable to activate all of the features.

Which step should the consultant take to troubleshoot the issue?

- A. Check the Sales Insights Integration User profile configuration.
- B. Reconfigure the Einstein Lead Scoring app.

- C. Confirm users have the feature license assigned.

Answer: C

Explanation:

Sales Cloud Einstein features require specific feature licenses for users to access and activate certain functionalities. When encountering issues with activating Einstein features, the first step is to confirm that the necessary feature licenses have been assigned to the appropriate users. Without these licenses, users will not have access to Einstein functionalities like Lead Scoring, Opportunity Insights, or Account Insights.

Assigning these licenses can be managed through Salesforce Setup under Permission Set Licenses, ensuring that each user who needs access to Einstein features has the correct permissions. This is a common troubleshooting step for Einstein-related issues, as access to these features is contingent upon proper licensing Sales Cloud Einstein features require specific feature licenses for users to access and activate certain functionalities. When encountering issues with activating Einstein features, the first step is to confirm that the necessary feature licenses have been assigned to the appropriate users. Without these licenses, users will not have access to Einstein functionalities like Lead Scoring, Opportunity Insights, or Account Insights.

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NEW QUESTION # 81

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