

# Sales-Con-201関連日本語内容 & Sales-Con-201日本語受験攻略



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>> Sales-Con-201関連日本語内容 <<

## Sales-Con-201日本語受験攻略、Sales-Con-201日本語版

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## Salesforce Certified Sales Cloud Consultant 認定 Sales-Con-201 試験問題 (Q69-Q74):

### 質問 # 69

Cloud Kicks currently supports three business lines within a single Salesforce instance: Running, Athleisure, and Celebrity Co-Branded. The VP of Athleisure controls a large budget and is often able to re-prioritize business stories and 'shadow projects' into releases ahead of other groups.

This topic comes up frequently and often derails the monthly project management meeting. This limits the amount of time available to cover other critical topics.

Which strategy should the consultant recommend to address these issues?

- A. Propose a monthly executive steering committee to manage budget, handle direction questions, and ensure development capacity is split equitably.
- B. Divide the development team into three units/tracks to support each line of business Independently.
- C. Create a weekly all-hands call, including business and technology resources, to review direction and priority of

development.

正解: C

解説:

The recurring issue faced by Cloud Kicks involves a power imbalance and frequent re-prioritization by the VP of Athleisure, which disrupts project management meetings and limits time for other priorities. Establishing a monthly executive steering committee can address these issues effectively.

Here's why this is the best approach:

Balanced Oversight and Governance: An executive steering committee brings together key decision-makers to review priorities, manage budget allocations, and ensure all business lines are fairly represented in development planning. This provides a formal structure to manage competing interests.

Equitable Development Allocation: By involving multiple executives, the steering committee can objectively assess and allocate resources among business lines, helping to prevent one group from overshadowing others.

This will help maintain balanced focus and avoid over-prioritizing certain projects.

Strategic Decision-Making: With a recurring monthly meeting, the committee can focus on big-picture decisions, reducing the likelihood of frequent, ad hoc project adjustments that derail meetings and detract from strategic discussions.

Option A (weekly all-hands call) may be too frequent and is not ideal for executive decision-making. Option C (dividing the development team) could lead to resource inefficiencies and reduce flexibility. The steering committee approach is a standard Salesforce-recommended best practice for managing cross-functional priorities and balancing strategic initiatives. For more on governance best practices, refer to Salesforce's guide on Governance Frameworks.

質問 # 70

Cloud Kicks uses an external Enterprise Resource Planning (ERP) application to process its orders. The ERP application needs to receive data about opportunities when the opportunity closes.

Which solution should the consultant recommend?

- A. Salesforce Connect
- **B. Outbound Message with record-triggered flow**
- C. External Relationship with custom object

正解: B

解説:

To integrate Salesforce with an external ERP application for sending opportunity data when it closes, an Outbound Message triggered by a flow is an efficient solution. This approach allows Salesforce to automatically send data to the ERP system when certain criteria are met, such as when an Opportunity reaches a "Closed-Won" stage. Using an Outbound Message provides a secure and real-time way to push data out of Salesforce to external systems, minimizing the need for manual data entry and reducing latency. Salesforce Connect is useful for real-time integration with external databases for read/write operations but is more suited for ongoing data synchronization rather than event-driven updates.

質問 # 71

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

正解: A

解説:

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.

## 質問 # 72

Sales reps at Universal Containers want to know when a customer or prospect contact opens an email the reps sent so they can follow up with the contact shortly afterward.

Which tool should a consultant recommend to meet the requirement?

- A. Einstein Activity Capture
- **B. Salesforce Inbox**
- C. Enhanced Email

正解: B

解説:

Salesforce Inbox provides email tracking capabilities, allowing sales reps to see when recipients open emails, click links, or reply. This real-time tracking enables reps to follow up promptly after a customer or prospect has interacted with an email, which aligns with Universal Containers' requirement for immediate insights on email engagement.

\* Real-Time Email Tracking: Salesforce Inbox offers insights into customer interactions, giving reps timely information on when emails are opened, which can help prioritize follow-up actions.

\* Integration with Sales Cloud: It integrates directly with Sales Cloud, enabling reps to manage customer interactions seamlessly from their inbox.

Option B (Enhanced Email) and Option C (Einstein Activity Capture) lack direct email open tracking, which is specifically offered by Salesforce Inbox. More information on Salesforce Inbox can be found in Salesforce Inbox documentation.

## 質問 # 73

Cloud Kicks (CK) is starting to plan its first Salesforce Release. CK would like to put together a comprehensive preview of the release to communicate the upcoming changes and new features to the leadership team, stakeholders, and end users. CK has asked a consultant for guidance.

Which option should the consultant recommend?

- A. Release Notes
- B. Release Matrix
- **C. Release in a Box**

正解: C

解説:

Salesforce's "Release in a Box" is a comprehensive toolkit designed to help organizations communicate upcoming changes and new features included in a Salesforce release. This option provides templates, presentations, and detailed guides, which are valuable for engaging leadership, stakeholders, and end users. It enables Cloud Kicks to deliver a clear, structured preview of the new features and enhancements in an upcoming Salesforce release, facilitating smoother adoption and better understanding across the organization.

For more information on Release in a Box and how to use it effectively, refer to: Salesforce Release Resources.

Cloud Kicks (CK) wants to create a comprehensive preview of its first Salesforce Release to communicate upcoming changes and new features to various stakeholders. The consultant should recommend using Release in a Box.

Key Points:

\* Release in a Box:

\* Salesforce's Release in a Box is a set of resources designed to help organizations understand and communicate new features and enhancements in Salesforce releases.

\* It includes presentations, demos, and documentation tailored for different audiences, such as leadership, stakeholders, and end users.

\* Benefits:

\* Comprehensive Preview: Provides a detailed overview of new functionalities and changes.

- \* Tailored Communication: Materials can be customized to address the specific needs and interests of different audiences.
- \* Facilitates Adoption: By effectively communicating changes, organizations can improve user adoption and minimize resistance.
- \* Components of Release in a Box:
  - \* Executive Overview: High-level summary suitable for leadership.
  - \* Feature Deep Dives: Detailed explanations of new features.
  - \* Demo Scripts: Guides for demonstrating new functionalities.
  - \* Release Notes Highlights: Summarized key points from the full release notes.

Why Other Options Are Less Suitable:

- \* B. Release Matrix:
  - \* A Release Matrix typically outlines the schedule and scope of releases but does not provide the comprehensive, communicative materials needed to preview changes to stakeholders.
- \* C. Release Notes:
  - \* While Salesforce Release Notes contain detailed information about new features, they are extensive and technical, making them less suitable for presenting to a broad audience without customization.

Salesforce Sales Cloud References:

- \* Salesforce Release Resources: Salesforce Release in a Box
- \* Salesforce provides Release in a Box materials for each major release, which can be accessed and customized by customers.
- \* Change Management Best Practices: Salesforce Help - Change Management
- \* Emphasizes the importance of communication and training when introducing new features.

By utilizing Release in a Box, Cloud Kicks can effectively communicate upcoming changes and new features to leadership, stakeholders, and end users, ensuring a smooth and informed transition with their first Salesforce Release.

## 質問 #74

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**Sales-Con-201日本語受験攻略:** <https://www.pass4test.jp/Sales-Con-201.html>

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## Salesforce 合格力を養成する Sales-Con-201問題集

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➡ Sales-Con-201 □の試験問題は▶ [www.passtest.jp](http://www.passtest.jp) ◀で無料配信中Sales-Con-201模擬問題
- Sales-Con-201試験の準備方法 | 一番優秀なSales-Con-201関連日本語内容試験 | 信頼的なSalesforce Certified Sales Cloud Consultant日本語受験攻略 □ ( [www.goshiken.com](http://www.goshiken.com) ) を入力して ➡ Sales-Con-201 □を検索し、無料でダウンロードしてくださいSales-Con-201的中問題集
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