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The CGCAP certification is ideal for professionals working in the consumer goods industry, including sales managers, account managers, marketers, and business analysts. Salesforce Consumer Goods Cloud Accredited Professional certification validates the knowledge and skills required to utilize Salesforce's Consumer Goods Cloud platform to its fullest potential. With this certification, professionals can demonstrate their expertise and enhance their career prospects by showcasing their knowledge of the platform and its capabilities.

Salesforce Consumer Goods Cloud Accredited Professional Sample Questions (Q13-Q18):

NEW QUESTION # 13

Which option can be performed by using salesforce Maps with Consumer Goods Cloud?

- A. Optimize visit sequence in real time automatically during a Field Rep's Day
- B. Update with Google Maps Static API on a single address
- C. Create layers of Retail Stores
- D. View map images on mobile devices even when GPS is not enabled

Answer: A

Explanation:

Salesforce Maps integrated with Consumer Goods Cloud allows the creation of layers of Retail Stores, aiding in geographical and spatial analysis for field operations.

NEW QUESTION # 14

Which step is required to link an Action Plan to a Visit record?

- A. Create an Action Plan Template by specifying Visit' as the target object and publish it.
- B. Activate the Action Plan.
- C. Create an Action Plan based on the template where the template owners are the Sales Reps.
- D. Activate the Visit to generate Action Plan Tasks.

Answer: A

Explanation:

To link an Action Plan to a Visit record, the first step is to create an Action Plan Template by specifying Visit' as the target object and publish it. An Action Plan Template is a template that defines the tasks and steps for an action plan. An action plan is a set of tasks that need to be completed for a specific purpose or goal. A visit is an object that represents a scheduled or unscheduled interaction between a field rep and a retail store. By specifying Visit as the target object, the Action Plan Template can be linked to any visit record that matches the criteria defined in the template. By publishing the template, the Action Plan Template becomes available for use. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 25.

NEW QUESTION # 15

Which of the following have promotions associated with them using the Consumer Goods Cloud Data Model?

- A. Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI (Promotion Product, Promotion Product Categories, Promotion Channel)
- B. Promotion Channel, Retail Visit KPI, Assessment Task Definition and in Store Location
- C. Promotion Product, Retail Store KPI, Delivery Task and in Store Location
- D. Promotion Channel, Retail Store KPI, Retail Visit KPI and Delivery Task

Answer: A

Explanation:

Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI are four objects that have promotions associated with them using the Consumer Goods Cloud Data Model. These objects help users to define, execute, and measure promotions in retail stores. They are:

* Promotion Product, which represents a product that is part of a promotion.

* Promotion Channel, which represents a channel or segment where a promotion is applicable.

* Retail Store KPI, which represents a key performance indicator that measures how well a retail store is performing against a specific promotion goal or target.

* Retail Visit KPI, which represents a key performance indicator that measures how well a field rep executed a promotion during a store visit. Verified References: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

NEW QUESTION # 16

Which statement is correct about Consumer Goods- Einstein Visit Recommendations?

- A. Visit Recommendations are automatically generated by recent case activities
- B. Visit Recommendations rules consider the store operating hours
- C. Visit Recommendations can be created using the Next Best Action Strategy
- D. Visit Recommendations automatically take into consideration already created visits for the store

Answer: B

Explanation:

Einstein Visit Recommendations take into account factors like store operating hours to ensure that suggested visits are feasible and practical.

NEW QUESTION # 17

Where are the results (actual values) of Custom Task KPIs stored?

- A. In the Retail Store KPI record
- B. In the custom object.
- C. In the Retail Visit KPI record
- D. In the Visit Record

Answer: A

Explanation:

The results or actual values of Custom Task KPIs are stored in the Retail Store KPI record, centralizing data related to performance indicators.

NEW QUESTION # 18

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