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## Salesforce Certified Sales Cloud Consultant Sample Questions (Q85-Q90):

### NEW QUESTION # 85

At a kickoff meeting for a new project, a consultant starts gathering information to be used in the project implementation plan. They ask the participants to define what project success will look like. Which strategy is the consultant using?

- A. Discovery
- B. Design Direction
- C. Challenge Framing

**Answer: A**

Explanation:

During the Discovery phase, consultants gather information to understand the client's requirements, challenges, and goals. By asking participants to define what project success looks like, the consultant is conducting discovery to establish clear objectives and align the implementation with the client's expectations.

This approach helps ensure that the solution will meet the client's needs and supports setting measurable goals for the project. Design Direction and Challenge Framing are useful strategies, but they occur after the Discovery phase, once the initial understanding of goals and challenges is established.

Salesforce Documentation References:

- \* Salesforce Discovery Process
- \* Consulting Engagement Phases

#### NEW QUESTION # 86

How can a consultant determine which capabilities of a Sales Cloud implementation are required during the Discovery phase?

- A. Observe end users.
- B. Establish KPIs for end users.
- C. Demo Sales Cloud to end users.

#### Answer: A

Explanation:

During the Discovery phase, observing end users in their natural work environment provides invaluable insights into their workflows, pain points, and needs. This approach helps consultants understand the context in which users operate, informing more tailored recommendations and configurations for the Sales Cloud implementation. Observing users can reveal specific requirements that might not surface through interviews alone, making it a foundational method for accurately determining the necessary capabilities for the implementation.

#### NEW QUESTION # 87

Cloud Kicks (CK) has been losing market share to competitors over the past year. CK management is planning next year's budget and has allocated more money for in-person meetings with its existing partners because CK thinks it will reduce churn.

Which option should a consultant recommend that CK use to track the spending increase for onsite visits?

- A. Report on accounts with and without onsite activities.
- B. Report on opportunities with and without onsite activities.
- C. Report on the activity type that corresponds to an onsite visit.

#### Answer: B

Explanation:

To effectively track spending on onsite visits, creating a report on the activity type that corresponds to an onsite visit is the most suitable approach. Here's why:

\* Activity Type Reporting: By tracking specific activity types, such as onsite visits, Cloud Kicks can directly correlate these activities with expenditure on in-person meetings. Salesforce allows for detailed activity tracking, where you can create custom activity types to classify and report on various interaction types.

\* Detailed Insights: This type of report will give management a clear view of how frequently onsite visits occur and how they correlate with customer engagement and churn reduction. It can also help analyze the ROI on these activities by comparing pre- and post-onsite visit engagement levels.

\* Salesforce Best Practices: Salesforce recommends tracking and categorizing activities for more accurate reporting on customer interactions, which aids in strategic decision-making and spending allocation.

\* References: For more information, Salesforce documentation on Activity Management provides insights on how to track and report on specific activity types.

In summary, reporting on the activity type that corresponds to an onsite visit (Option B) is the recommended way for Cloud Kicks to monitor spending and the impact of onsite meetings on customer retention.

#### NEW QUESTION # 88

The Sales Cloud implementation at Cloud Kicks (CK) is now live.

End user training is complete. IT stakeholders have signed off on the technical aspects of the project. The CK admin continues to call the consultant with questions about the sales process.

What should the consultant do?

- A. Recommend that the admin attend Salesforce instructor-led training.
- B. Suggest that CK purchase a support agreement.
- C. Conduct a knowledge transfer with the admin.

#### Answer: C

#### Explanation:

Since the Cloud Kicks admin continues to reach out with questions about the sales process, the consultant should facilitate a knowledge transfer session.

#### Key Points:

- \* Knowledge Transfer Importance: A knowledge transfer ensures the admin understands the configurations, customizations, and rationale behind the implemented sales processes.
- \* Empowerment: By thoroughly educating the admin, they become more self-sufficient and capable of supporting end-users effectively.
- \* Tailored Learning: The session can address specific questions and scenarios relevant to CK, providing immediate value.
- \* Post-Implementation Support: Knowledge transfer is a critical component of a successful implementation, ensuring long-term sustainability.

#### Salesforce Sales Cloud References:

- \* Training and Adoption: Salesforce emphasizes the importance of training and knowledge sharing in its Adoption Best Practices.
- \* Administrator Resources: Salesforce Administrator Resources

#### Why Options A and B are Incorrect:

- \* Option A: Purchasing a support agreement may not provide the personalized assistance the admin needs and could incur unnecessary costs.
- \* Option B: While formal training is beneficial, it may not address immediate concerns and is less personalized than a knowledge transfer session.

Conducting a knowledge transfer with the admin addresses their questions directly and ensures they have the necessary understanding to manage the sales process effectively.

## NEW QUESTION # 89

Annual sales numbers change depending on renewal periods and new products. Sales managers at Universal Containers (UC) want to emphasize the importance of customer retention when prioritizing the pipeline and customer engagement for the sales team. Which metric should the consultant recommend to help UC emphasize the importance of customer retention to the overall business strategy?

- A. Customer Lifetime Value (CLV)
- B. Total Pipeline Value
- C. Annual Contract Value (ACV)

#### Answer: A

#### Explanation:

Customer Lifetime Value (CLV) measures the total value a customer brings over the entire duration of their relationship with the company. Emphasizing CLV helps sales teams focus on customer retention and long-term relationship value, which aligns with Universal Containers' goal of prioritizing customer retention. By tracking CLV, sales managers can guide reps to prioritize engagement with high-value customers to boost long-term revenue.

Annual Contract Value (ACV) and Total Pipeline Value focus more on short-term gains, which might not align as directly with customer retention and long-term strategy.

#### Salesforce Documentation References:

- \* Customer Lifetime Value in Salesforce
- \* Using Metrics to Drive Retention

## NEW QUESTION # 90

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