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yourself and get to know more.

## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q56-Q61):

### NEW QUESTION # 56

At which level can a single fund be anchored in Consumer Goods Cloud TPM?

- A. Customer Only, Customer & Product Category, Customer & Brand
- B. Product Category Only, Brand Only, Product Category & Brand
- C. Sales Org Only, Product Category Only, Sales Org & Product Category

**Answer: A**

Explanation:

Funds in Trade Promotion Management represent the financial budget allocated to pay for promotional activities. In the Consumer Goods Cloud data model, Funds are inherently designed to support the commercial relationship with the retailer. Therefore, the Customer is the primary anchor.

A "Fund" is rarely just a floating pot of money for a product; it is money set aside for a specific retailer to promote specific products. The standard anchoring levels supported are:

\* Customer Only: A general "Trade Budget" for Walmart, usable for any product.

\* Customer & Product Category: A specific budget for "Walmart - Dairy". This ensures that money allocated for Dairy cannot be spent on Beverages.

\* Customer & Brand: A specific budget for "Walmart - Nestle Brand".

Options B and C suggest funds anchored only to Products or Sales Orgs without the Customer dimension.

While Sales Org funds (Headquarters Funds) conceptually exist, the standard operational "Trade Fund" used by KAMs is anchored to the Customer hierarchy. Option A correctly reflects the hierarchy of specificity (Broad Customer Fund -> Category Specific -> Brand Specific) used in most CPG financial models supported by the platform.

### NEW QUESTION # 57

Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.

Which implementation should the TPM consultant recommend?

- A. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade Calendar promotions using the new Store Format attribute.
- B. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.
- C. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.

**Answer: A**

Explanation:

The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).

Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities.

Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).

The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

### NEW QUESTION # 58

Cloud Kicks recently implemented a Consumer Goods Cloud TPM solution and key account managers (KAMs) are now using the TPM system. During the strategic planning, once the revenue targets are finalized, funds are allocated for an account. A KAM takes the first look at the account plan. After analyzing the account's products and related key performance indicators (KPIs) at the account, product group, and product levels, the KAM identified the gap between the baseline volumes and the target sales volume. How should a consultant recommend filling the identified gap without creating incremental volume?

- A. Plan the sellable promotions in the TPM system and view the increased volume resulting from the promotions. Analyze how effective promotions are and whether they are likely to hit the target volume.
- B. Anticipate changes to some adjustment KPIs. Adjust the KPIs in a Customer Business Plan and look at these changes in the account plan view to analyze promotion effectiveness for target volume.
- C. Edit and change the adjustment KPIs in the account plan and look at these changes in the account plan view in order to analyze promotion effectiveness for target volume.

**Answer: C**

Explanation:

This scenario describes Gap Planning, a critical part of the Account Planning process (Customer Business Plan or CBP). The KAM has a "Target" (Goal) and a "Baseline" (Forecast). The difference is the "Gap." The constraint in the question is key: "without creating incremental volume."

\* Incremental Volume is generated by Promotions (Tactics like price cuts or displays). Therefore, Option C (Plan sellable promotions) is incorrect because that is explicitly about driving incremental volume.

If the KAM needs to close the gap without running new promotions, they must adjust the Baseline or Base Forecast assumptions. For example, they might believe the market will grow organically, or a new product listing will drive steady sales. In Consumer Goods Cloud TPM, this is done using Adjustment KPIs directly within the Account Plan (CBP) view. By editing these adjustment fields (e.g., "Baseline Adjustment" or

"Manual Forecast Override"), the KAM effectively modifies the "Base" volume prediction to match the

"Target," thereby closing the gap in the plan. Option A correctly identifies this direct manipulation of the Account Plan KPIs as the method to align forecasts without resorting to trade activity.

### NEW QUESTION # 59

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

In which capability area should a consultant begin their discovery process to identify these requirements?

- A. Strategic Planning
- B. Funds Management
- C. Promotion Planning

**Answer: B**

Explanation:

The requirement specifically focuses on the allocation of promotion spend<sup>1</sup>. In the Trade Promotion Management (TPM) architecture, the mechanism for defining, accruing, and distributing budgets to specific customers is the domain of Funds Management<sup>2</sup>.

While Strategic Planning sets high-level targets (e.g., "Grow revenue by 10%"), it is the Funds Management module that operationalizes the financial resources required to achieve those targets. It handles the logic for:

\* Fund Types: Are budgets Fixed (lump sum) or Rate-Based (accrual from sales)?

\* Allocation: How is money moved from a Headquarters fund to a specific Customer fund?

\* Governance: Rules on who can spend what.

Therefore, to "optimize the allocation," the consultant must first analyze the current Funds Management processes (Option C) to understand how budgets are currently constructed and assigned to KAMs.

### NEW QUESTION # 60

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Sub Account with timeframe Valid From and Valid Thru
- **B. Customer Relationship with Relationship Type Sub Account**
- C. Customer Trade Org Hierarchy with Relationship Type Sub Account

**Answer: B**

Explanation:

In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like

"Hypermarkets" and "Supermarkets" which have different performance characteristics.

To model this, Salesforce utilizes the Customer Relationship object. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting the Relationship Type to "Sub Account".

This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into the Customer Relationship object with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed.

This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because

"Formats" are often virtual or logical groupings that exist across standard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to-many relationships without disrupting the primary sales organization tree.

## NEW QUESTION # 61

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