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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q18-Q23):

### NEW QUESTION # 18

What is the most critical factor to consider when leading executive level requirements gathering sessions to recommend an appropriate solution?

- A. Focusing on the business's strategic objectives, such as market expansion and return on investment (ROI), and tailor the TPM tool's functionality to these goals
- B. Ensuring the application incorporates the latest features and adheres to benchmark standards to maintain a competitive

edge

- C. Prioritizing a user-friendly interface and experience to ensure quick adoption and operational continuity for the sales and marketing teams

**Answer: A**

Explanation:

When conducting Discovery sessions, a consultant must tailor their approach to the audience. Executive-level stakeholders (VPs, C-Suite, Directors) are rarely concerned with the tactical nuances of button placement (User Interface - Option C) or the technical novelty of features (Benchmarks - Option B) in isolation. Their primary mandate is the financial and strategic health of the organization.

Therefore, the most critical factor is aligning the TPM solution with Strategic Objectives and ROI. Executives want to know how the system will help them grow revenue, improve trade spend efficiency (getting more sales for every dollar spent on promotions), or expand into new markets.

A consultant must frame the requirements gathering around questions like: "How do you currently measure the profitability of your trade spend?" or "What are your growth targets for the next fiscal year, and how does your current system hinder them?" By anchoring the solution recommendation in these strategic goals (Option A), the consultant ensures executive sponsorship. If the solution is technically perfect but fails to deliver the business insights required for market expansion or margin analysis, it will be deemed a failure by the executive leadership.

#### NEW QUESTION # 19

A key account manager (KAM) at Cloud Kicks wants to set up Customer Business Plans (CBPs) for a Planning Customer. The KAM wants to create a CBP for next year.

How should a consultant advise the KAM to set up the CBP?

- A. By specifying the Date From and Date Thru
- B. By defining the Date From and number of month
- C. By specifying the Business Year

**Answer: C**

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are the high-level containers used for annual volume and financial planning. Unlike specific promotions which have granular start and end dates (e.g., "Jan 1st to Jan 14th"), a Customer Business Plan is structurally designed to cover a standard fiscal or calendar year.

The recommended and standard best practice for setting up a CBP is to link it to a Business Year. When configuring the system, the administrator defines the Calendar and Business Years (e.g., 2024, 2025) in the master data. When a Key Account Manager (KAM) creates a new plan, they select the specific Year from a dropdown menu rather than manually entering a "Date From" and "Date Thru." This approach ensures data integrity and alignment with the corporate fiscal calendar. By selecting "Business Year: 2025," the system automatically understands the exact start and end dates based on the master calendar configuration (which might be Jan 1-Dec 31, or a fiscal offset like Oct 1-Sept 30). This prevents user error, such as a KAM accidentally creating a plan that runs for 13 months or starts on the wrong day of the week. It also facilitates "Year-over-Year" reporting, as the system can easily compare "CBP 2024" vs. "CBP 2025" because they are strictly defined by the Business Year object, ensuring that targets and baselines are aggregated into the correct annual buckets.

#### NEW QUESTION # 20

Northern Trail Outfitters (NTO) wants to run a promotion on its products at a specific retailer, which sells through more than 20 direct stores and chain of outlets..

What should a consultant recommend using to represent the relationship between retailer stores and its outlet chains, in NTO's Consumer Goods Cloud TPM system?

- A. Customer Sets
- B. Customer Hierarchy
- C. Customer subaccounts

**Answer: B**

Explanation:

In Salesforce Consumer Goods Cloud, the Customer Trade Org Hierarchy is the foundational structure used to model the

commercial relationships between accounts. This hierarchy is designed to handle the standard parent-child relationships found in retail, such as a Headquarters (Parent) governing multiple regional divisions, which in turn govern individual Stores or Outlets (Children).

When NTO needs to run a promotion that targets a retailer and trickles down to its 20+ direct stores and outlets, the Customer Hierarchy is the native mechanism to represent this. By setting up the Stores as child accounts of the Retailer Chain account in the hierarchy:

- \* Data Aggregation: Sales volume and trade spend can automatically roll up from the stores to the chain level.

- \* Promotion Push: A promotion planned at the Chain level can be automatically pushed or made applicable to the underlying stores.

"Customer Sets" (Option C) are typically used for grouping disparate, unrelated accounts for a specific promotion (e.g., "All Gas Stations in Florida"), whereas the retailer-to-store relationship is a permanent structural relationship best modeled by the standard Hierarchy.

### NEW QUESTION # 21

A beverage company wants to capture marketing activity on the day of the Super Bowl, across the country with all retailer stores and chain of outlets.

How should a consultant recommend using the promotions module?

- A. Use an existing promotion template created for uplift promotion.
- **B. Create a mega event specific to an occasion.**
- C. Use the promotion customer sets to reach all of the outlets.

**Answer: B**

Explanation:

In the Salesforce Consumer Goods Cloud TPM architecture, a Mega Event (often referred to as an "Event" or "Campaign" object in the hierarchy) serves as a high-level container designed specifically for this use case.

When a marketing activity is tied to a specific Occasion-like the Super Bowl, Christmas, or Black Friday- that spans across multiple different retailers, geographies, and accounts, creating individual, disconnected promotions for each customer makes high-level reporting difficult. A Mega Event allows the manufacturer to define the "Super Bowl Campaign" once at the top level.

Individual trade promotions for specific retailers (e.g., a "Super Bowl Promo for Walmart" and a "Super Bowl Promo for Target") are then linked as child objects to this parent Mega Event. This structure provides two critical benefits:

- \* Aggregation: The system can roll up the volume, spend, and profit from all the child promotions into the Mega Event, giving the beverage company a "Total Super Bowl Performance" view instantly.

- \* Top-Down Planning: The headquarters can define the strategic guidelines and total budget for the occasion in the Mega Event, which then guides the Key Account Managers (KAMs) as they execute the specific deals.

Option B (Customer Sets) is a mechanism for grouping stores for a single promotion, but it does not inherently solve the "Occasion" tracking across the entire country and different distinct retail chains as effectively as the Mega Event structure.

### NEW QUESTION # 22

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- **A. Post Event Analysis**
- B. Promotion Planning
- C. Strategic Planning

**Answer: A**

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute

"Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase1111.

## NEW QUESTION # 23

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