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Salesforce Certified Sales Cloud Consultant Sample Questions (Q167-Q172):

NEW QUESTION # 167
Universal Containers (UC) deployed Sales Cloud 3 months ago to the North American sales teams. One of the reasons UC selected Sales Cloud is its mobile support which provides flexibility for sales reps.
How should the consultant assure UC's management that Sales Cloud is being successfully adopted on mobile devices?

- A. Download the Login History report and filter by device type.
- B. Review the user profiles for mobile device permissions.
- C. Report on the opportunity records created on a mobile device.

Answer: C

Explanation:
To assess mobile adoption of Sales Cloud at Universal Containers, Salesforce administrators can use the Login History report, filtering by device type to see which logins occurred via mobile devices. This report provides detailed insights into how often users are accessing Salesforce through mobile, enabling management to gauge adoption specifically for mobile platforms. This method is efficient as it leverages Salesforce's built-in reporting capabilities, allowing for quick and clear analysis of user engagement on mobile, which directly aligns with UC's goals for flexibility and mobile accessibility.
Using this report is recommended over tracking opportunity records created on mobile, as login history gives a broader view of usage patterns across various mobile devices and not just specific actions like record creation

NEW QUESTION # 168
Cloud Kicks has a large remote sales department working in many different locations. Management wants greater visibility into the opportunities in progress with their respective teams. They also want to receive emails when opportunities reach key metrics (for example, stage progression) or a high probability. However, they want to control the frequency of their emails.
Which solution should a consultant recommend?

- A. Subscribe to Chatter Feed Tracking to receive updates.
- B. Define a record-triggered flow when the stage is updated to new values.
- C. Create a report filtering for the criteria and allow managers to subscribe to the report.

Answer: B

Explanation:
Subscribing to a report allows managers to receive scheduled emails that summarize key metrics and track changes on opportunities. In this scenario, managers can configure report subscriptions to include criteria such as stage progression or probability thresholds. Additionally, they can control the frequency of these email notifications to suit their needs. This provides a practical solution for Cloud Kicks' management to monitor opportunity progress without requiring constant, real-time alerts.
For more information on report subscriptions, see: Salesforce Report Subscriptions.

NEW QUESTION # 169
Cloud Kicks recently purchased Salesforce, and the leadership team is excited about being able to forecast more accurately. Sales managers say that making updates to forecasted amounts during the pipeline meetings is time consuming, and it is difficult to review all of the committed opportunities within the meeting time.
What should the consultant recommend to help make meetings more efficient while making real-time forecast updates?

- A. Use in-line editing to update the forecast amount for records.
- B. Tell reps to use the list view to move opportunities between stages.
- C. Modify multiple opportunities at one time in the Forecast page.

Answer: A

Explanation:
The Forecasts page in Salesforce allows sales managers and reps to view and manage forecast data in real-time. By using the "Forecasts" page, managers can efficiently modify multiple opportunities at once without needing to navigate between individual records. This capability is particularly useful during pipeline meetings as it enables real-time updates to forecasted amounts, streamlining the process and making meetings more efficient.
Salesforce's Forecasts functionality includes the ability to quickly adjust forecast amounts, manage opportunity splits, and commit forecast figures, all within the same interface. This is ideal for pipeline meetings where sales managers need to make quick adjustments based on real-time discussions.
While in-line editing can be helpful, it's limited to updating individual records rather than making bulk changes. Using list views for moving opportunities between stages might help reps manage their pipeline, but it doesn't offer the direct forecasting adjustments required to streamline forecast meetings.
Salesforce Documentation References:
Collaborative Forecasts Overview

Forecasts Page Features

NEW QUESTION # 170
Universal Containers has hired a new employee for the global sales leadership team. The employee is interested in fostering friendly competition between account executives, with an emphasis on reinforcing activities that drive sales.
Which action should help support the sales teams?

- A. Show a leaderboard on the regional sales dashboards highlighting account executives who have held the most prospect meetings.
- B. Show a leaderboard on the regional sales dashboards highlighting the account executives who have created the most opportunities.
- C. Create a dashboard that displays the most sales closed by region using charts to show sales in green and lost opportunities in red.

Answer: B

Explanation:
To foster friendly competition among account executives while reinforcing activities that drive sales, it's effective to use a leaderboard that focuses on activities directly related to sales outcomes, such as the number of opportunities created. This approach encourages account executives to generate more sales opportunities, aligning with the goal of driving sales activities. By using a leaderboard, sales leaders can easily track and motivate performance across regions, while reinforcing positive behaviors that contribute to sales success.
For more on building leaderboards and dashboards, see: Salesforce Dashboard Best Practices.

NEW QUESTION # 171
The Cloud Kicks marketing team purchased a marketing automation tool and is implementing a lead qualification process. The sales director provided key attributes and activity history of the ideal lead.
What should the consultant do to help marketing improve the process?

- A. Set up the marketing automation tool to send prospects to the sales director and ask sales reps to assist in the qualification process.
- B. Create reports based on the sales metrics provided in the marketing automation tool and train marketing users to identify and qualify leads.
- C. Develop the Lead score and grade in the marketing automation tool to automatically determine when a lead should become qualified.

Answer: C

Explanation:
To enhance the lead qualification process, developing a Lead score and grade in the marketing automation tool is the most effective approach. Here's why:
* Automated Qualification: By using lead scoring and grading, the marketing automation tool can evaluate leads based on key attributes and activity history. This helps identify which leads meet the criteria for sales readiness, streamlining the handoff to sales.
* Improved Lead Quality: Scoring and grading allow the marketing team to prioritize high-quality leads based on factors that indicate a higher likelihood of conversion, which aligns with the sales director's specifications for an ideal lead.
* Salesforce Best Practices: Salesforce recommends using lead scoring and grading to automate and refine the lead qualification process, improving efficiency and alignment between marketing and sales.
* References: Details on Lead Scoring and Marketing Automation can be found in Salesforce documentation, which covers best practices for improving lead quality.
In summary, developing the Lead score and grade in the marketing automation tool (Option B) provides an automated method to qualify leads based on specific criteria, improving the overall lead management process.

NEW QUESTION # 172
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