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## Salesforce Consumer Goods Cloud Accredited Professional Sample Questions (Q109-Q114):

### NEW QUESTION # 109

Which are the two primary use cases for performing an in-store survey?

- A. Saving time for the Field Rep [https://help.salesforce.com/s/articleView?id=sf.retail\\_concept\\_user\\_survey.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.retail_concept_user_survey.htm&type=5)
- B. Gathering data on promotions, inventory requirements and product quality
- C. Gathering feedback from customers, consumers shoppers, and staff
- D. Gathering point of sale data
- E. Gathering data on inventory reconciliation

**Answer: B,C**

Explanation:

Two primary use cases for performing an in-store survey are:

Gathering feedback from customers, consumers, shoppers, and staff. An in-store survey can be used to collect feedback from various stakeholders who interact with the products or services offered by the consumer goods company. For example, an in-store survey can ask customers about their satisfaction, preferences, or suggestions; consumers about their awareness, perception, or loyalty; shoppers about their behavior, motivation, or barriers; and staff about their challenges, needs, or opinions.

Gathering data on promotions, inventory requirements and product quality. An in-store survey can be used to collect data on various aspects of the product performance and availability in the retail store. For example, an in-store survey can ask about the compliance, effectiveness, or impact of promotions; the demand, supply, or replenishment of inventory; and the condition, quality, or issues of products

### NEW QUESTION # 110

Universal Connect (UC) offers a router to its customers, which is included as part of the Business Internet offer. However, the router has no commercial significance to the selling process. UC is currently using Industries Order Management (OM).

How should a Consultant model the router with respect to the Business Internet offer?

- A. Model the router as a Technical Product and decompose it from the Business Internet offer.
- B. Model the router as a default child product of Business Internet offer but hide it from the quote document before sending it to the customer for review.
- C. Model the router as an attribute of the Business Internet offer with a default value of 'included'.
- D. Model the router as a separate stand-alone offer and add the router once the Business Internet offer is added via an Auto Add rule.

**Answer: A**

Explanation:

In Salesforce Communications Cloud and Industries Order Management (OM), products that do not carry commercial value but are required for fulfillment must be modeled as Technical Products. Public Salesforce EPC and OM design guidance explains that a Technical Product is used when an item is not visible during selling, does not influence the commercial configuration, and is instead required for downstream fulfillment, service activation, or device provisioning.

In the case of Universal Connect (UC), the router included with the Business Internet offer has no commercial significance-meaning sales agents do not configure it, no pricing is associated with it, and customers should not see it as a selectable or independent commercial item. Instead, it simply needs to appear in the fulfillment layer so that the order can drive device shipment, installation, inventory allocation, or activation steps.

Salesforce's recommended modeling approach is to:

Create the router as a Technical Product Specification.

Add it to the Business Internet offer as a Technical Child.

Allow decomposition in OM to generate Fulfillment Request Lines (FRLs) for the router automatically, without exposing it during quoting.

This ensures:

Clean commercial experience (router hidden from the sales journey).

Accurate fulfillment instructions to downstream systems.

No need for complex rules or hiding logic in quote documents.

Options A and B incorrectly place the router inside the commercial structure, which is not aligned with EPC best practices. Option D introduces a separate offer and automation logic, which adds unnecessary complexity and breaks modeling principles.

### NEW QUESTION # 111

Sales Reps in the field are reporting that no surveys are available when they try to complete a visit survey on their mobile devices. What are two explanations for this?

- A. The Salesforce admin has not created and activated a Salesforce survey

- B. A custom Assessment Task definition has not been created
- C. The Retail Execution Survey Lighting Flow has not been action
- D. The rep is missing the Create Surveys permission
- E. A related survey invitation has not been generated

**Answer: A,E**

Explanation:

Two explanations for why no surveys are available when field reps try to complete a visit survey on their mobile devices are:  
The Salesforce admin has not created and activated a Salesforce survey. A Salesforce survey is a questionnaire that can be sent to customers or contacts to collect feedback. The admin needs to create and activate a survey before it can be used in an in-store survey task.

A related survey invitation has not been generated. A survey invitation is an object that represents an invitation to take a survey. A survey invitation needs to be generated and associated with the visit, the retail store, or the store primary contact before it can be displayed in an in-store survey task. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27.

### NEW QUESTION # 112

Alpine, a Consumer Goods company, is launching a new division dedicated to fresh baked breads delivered to restaurants and groceries. In an effort to move product rapidly and pick up new clients they need to extend their current customer onboarding process to allow field reps to onboard new customers while on their daily route. Which option is a best practice to complete this requirement ?

- A. Create a retail store record from the mobile app and use a workflow to send an email to the customer affair department
- B. Ask the potential customer to navigate to the Alpine website built on Commerce Cloud to place their first order. Use the Commerce Cloud to Consumer Goods Cloud connector to complete the order
- C. Use the Click2Create function to pull the Point of interest data from maps directly to the address fields and attached follow up case or lead to onboard the outlet on an onboarding journey
- D. Create an opportunity and use CPQ to send the restaurant manager an enticing quote

**Answer: C**

Explanation:

The Click2Create function is a feature of Consumer Goods Cloud that allows a field rep to create a new retail store record from the mobile app by tapping on a point of interest on a map. This function automatically fills in the address fields with the data from the map and also allows the field rep to attach a follow up case or lead to onboard the outlet on an onboarding journey. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 34-35.

### NEW QUESTION # 113

A B2B telecommunications company uses Communications Cloud to sell technically complex products. Their operations team faced order fallouts due to incorrect configurations of the quotes. At the same time, their sales team said that it takes too much time to educate a new account executive due to the product's complexity, and even after studying, it doesn't prevent mistakes in the quotes. What two options need to be implemented to improve the current situation?

- A. Implement the Guided Sales using OmniScripts.
- B. Create an order validation task in the Order Fulfillment process.
- C. Configure steps in the Order Fulfillment process to guide the product configuration.
- D. Configure Advanced Rules to validate the quote configuration.

**Answer: A,D**

Explanation:

The company is facing:

Order fallouts → misconfigured services

High training effort for new sales reps

Complex product configurations

To solve this:

✓ B. Advanced Rules

Advanced Rules validate complex commercial configurations before the quote is finalized. They prevent invalid combinations or missing configurations, eliminating fallouts in Orders and Fulfillment.

✓ D. Guided Selling with OmniScripts

Guided selling wizards simplify journeys for sales reps by:

Reducing clicks

Hiding complexity

Asking only relevant questions

Auto-configuring offers

Reducing training time significantly

Why the others are wrong:

A: Order Fulfillment steps affect fulfillment, not quoting.

C: An "order validation task" fixes issues after quoting-too late and inefficient.

## NEW QUESTION # 114

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