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Salesforce Certified Sales Cloud Consultant Sample Questions (Q93-Q98):

NEW QUESTION # 93

The marketing team is using a separate platform for managing prospects and wants to hand off qualified prospects to the sales team

How should the consultant meet this requirement?

- A. Recommend an integration with the marketing platform to Sales Cloud that generates tasks with lead information.
- B. Create users for the marketing team so they can enter leads directly into Sales Cloud.
- **C. Recommend an integration with the marketing platform that creates leads in Sales Cloud.**

Answer: C

Explanation:

To facilitate the handoff of qualified prospects from the marketing platform to the sales team, integrating the marketing platform with Sales Cloud to create leads is the recommended approach. Here's why:

* Streamlined Lead Handoff: By integrating the two platforms, qualified prospects can be automatically converted into leads in Sales Cloud. This ensures a seamless transition from marketing to sales without manual entry, reducing errors and improving efficiency.

* Real-Time Data Transfer: Integration allows for real-time transfer of qualified leads, ensuring that the sales team receives up-to-date lead information as soon as prospects meet the criteria set by marketing.

* Salesforce Best Practices: Salesforce recommends using integration tools to connect marketing platforms to Sales Cloud for an automated lead handoff. This approach helps maintain data accuracy and supports timely follow-ups by the sales team.

* References: More details on Salesforce Integration and Lead Management can be found in Salesforce documentation, which covers best practices for marketing and sales alignment.

In summary, recommending an integration with the marketing platform that creates leads in Sales Cloud (Option A) is the most efficient and scalable solution for transferring qualified prospects to the sales team.

NEW QUESTION # 94

During the requirements gathering workshops at Cloud Kicks, the project team and subject matter experts bring up new ideas to incorporate into the current project.

Which best practice should the consultant use to refocus the meeting and stay on topic?

- **A. Remind the team of the purpose and scope of this project.**
- B. Invite only the subject matter experts to subsequent workshops.
- C. Incorporate the new ideas into the solution design.

Answer: A

Explanation:

During requirements gathering workshops, it's common for new ideas to surface. However, to maintain focus and stay on topic, it is essential to remind the team of the project's purpose and scope. This practice ensures that the project remains on track and within scope, reducing the risk of scope creep. Redirecting the conversation back to the agreed-upon project objectives helps the team prioritize the current requirements while acknowledging that new ideas can be explored in future phases.

For more on best practices for managing workshops and requirements gathering, see: Salesforce Project Management Best Practices.

NEW QUESTION # 95

Cloud Kicks has recently hired a new inside sales team. Management wants to ensure that steps in the sales process are clear and adhered to by the team. Each step must have clear guidelines, support materials, and coaching tips.

What should the consultant recommend to support the new sales team and management?

- A. Create validation Rules on the Opportunity Stage field.
- B. Create a flow paired to each of the Opportunity stages.
- **C. Create a Path on the Opportunity object.**

Answer: C

Explanation:

To guide the new sales team through the sales process, creating a Path on the Opportunity object is the best recommendation. Here's why:

* Guidance for Each Stage: Salesforce Path allows for visualizing each stage of the sales process and provides customizable guidance, including key fields, support materials, and tips directly on the Opportunity record.

* Enhanced User Experience: Path provides sales reps with specific coaching tips and resources tailored to each stage of the process, promoting adherence to the process and improving onboarding for new team members.

* Salesforce Best Practices: Salesforce advocates using Path to reinforce process steps, making it ideal for organizations seeking to standardize and enforce process adherence.

* References: More information can be found in Salesforce documentation on Path and Workspaces, which outlines the benefits of using Path for process guidance.

In summary, creating a Path on the Opportunity object (Option C) provides Cloud Kicks with a structured way to guide the new sales team through each step of the sales process.

NEW QUESTION # 96

During the Deploy phase at Cloud Kicks, users are finding it difficult to navigate a new system which is contributing to low adoption. How should the consultant avoid this issue in the future?

- A. Conduct a beta review during the Validate phase.
- **B. Provide company-wide training throughout the project.**
- C. Develop test scripts during the Plan phase.

Answer: B

Explanation:

User adoption issues, like difficulty navigating a new system, can often be mitigated through ongoing, role-based training provided throughout the implementation project. Rather than waiting until deployment, offering training at different phases allows users to build familiarity with Salesforce gradually, enabling them to better understand and retain information. This approach, coupled with regular updates and support, ensures users are prepared and more comfortable with the new system by the time it goes live. Consistent training also reinforces the system's benefits and encourages users to engage with Salesforce more confidently and effectively, ultimately leading to higher adoption rates and better productivity in the long run.

Salesforce recommends varied training methods, including hands-on sessions, webinars, and in-app guidance, which cater to different learning preferences and support user engagement at every project stage. Conducting company-wide training can ensure all stakeholders have the skills they need to succeed with the system from day one.

References: Salesforce Trailhead emphasizes the importance of ongoing training and phased user engagement to boost adoption and ease the transition during a Salesforce implementation.

NEW QUESTION # 97

Cloud Kicks' (CK) VP of technology wants to start using Sales Cloud for all of the sales team's automation.

CK migrated 70 million records from a legacy database to the data warehouse that will be synced with Sales Cloud. CK wants to search and cross-reference records with the original source database.

What should a consultant recommend to meet this requirement?

- **A. Use a custom External ID field and map this to the source record ID value.**
- B. Use the standard External ID field and map this to the source record ID value.
- C. Use a custom field named External ID and map this to the Sales Cloud record value.

Answer: A

Explanation:

To facilitate record referencing and synchronization between Sales Cloud and an external database, the best practice is to use a custom External ID field. This field can be mapped directly to the unique record ID from the source database. External ID fields in Salesforce are specifically designed for integrating with external systems, allowing efficient data cross-referencing and deduplication. Using a custom External ID field ensures that the migrated records maintain a unique identifier that matches the original source, simplifying future synchronization and data management tasks. This setup is especially useful when dealing with large volumes of data, as in the case of Cloud Kicks, which has migrated 70 million records. This method is preferable over a standard External ID, as it offers flexibility in defining the exact field and data type to meet Cloud Kicks' specific requirements.

References: Salesforce documentation on External ID fields and data management strategies supports the use of custom External ID fields for large-scale data integrations.

NEW QUESTION # 98

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