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Salesforce Certified Sales Cloud Consultant Sample Questions (Q121-Q126):

NEW QUESTION # 121
At a kickoff meeting for a new project, a consultant starts gathering information to be used in the project implementation plan.
They ask the participants to define what project success will look like.
Which strategy is the consultant using?

- A. Challenge Framing
- B. Design Direction
- C. Discovery

Answer: C

Explanation:
During the Discovery phase, consultants gather information to understand the client's requirements, challenges, and goals. By asking participants to define what project success looks like, the consultant is conducting discovery to establish clear objectives and align the implementation with the client's expectations.
This approach helps ensure that the solution will meet the client's needs and supports setting measurable goals for the project.
Design Direction and Challenge Framing are useful strategies, but they occur after the Discovery phase, once the initial understanding

of goals and challenges is established.
Salesforce Documentation References:
* Salesforce Discovery Process
* Consulting Engagement Phases

NEW QUESTION # 122

Cloud Kicks (CK) requires its sales associates to record all interactions with prospects within Salesforce.
Which sales metric should a sales manager at CK use to monitor and reinforce its sales strategy?

- A. Activity Tracking
- B. Lead Status
- C. Event Monitor

Answer: A

Explanation:
To monitor and reinforce the sales strategy effectively, Activity Tracking is the most suitable sales metric.
Here's why:
* Comprehensive Interaction Logging: Activity Tracking in Salesforce captures interactions like calls, meetings, emails, and tasks related to each prospect or customer. This provides a complete view of all touchpoints and helps in assessing engagement levels.
* Sales Strategy Insights: By tracking activities, sales managers can analyze the frequency and type of interactions sales associates have with prospects. This data is crucial for ensuring that sales reps are actively engaging with prospects and following up as needed, directly supporting CK's sales strategy.
* Salesforce Best Practices: Salesforce advocates for using Activity Tracking to provide visibility into team efforts and to help sales managers coach and guide their teams based on actual interaction data.
* References: Salesforce provides guidelines on using Activities and Task Management in Sales Cloud to monitor engagement and drive sales effectiveness.
In summary, Activity Tracking (Option A) is the most relevant metric for Cloud Kicks to monitor sales interactions and reinforce its sales strategy effectively.

NEW QUESTION # 123

Universal Containers is growing its international business.
Domestic sales reps believe that the standard price book has too many records reflecting different currencies and country-specific product variations.
What should the consultant recommend to improve usability for sales reps?

- A. Use separate product catalogs for domestic and international customers.
- B. Use custom price books for domestic and International customers.
- C. Update the product naming conventions to Include the currency In the product name.

Answer: B

Explanation:
To improve usability for sales reps and address concerns about the standard price book having too many entries, custom price books tailored for specific markets, such as domestic and international, can streamline the product selection process. Custom price books allow sales reps to view only relevant products and prices based on customer location, reducing complexity and enhancing usability.
* Custom Price Books for Targeted Markets: By creating separate price books, Universal Containers can manage pricing variations by currency or product variations specific to each market, reducing clutter for sales reps.
* Improved Efficiency in Sales Processes: Sales reps can select the appropriate price book for their customer's location, ensuring that only applicable products and prices are displayed, which simplifies product selection and pricing accuracy.
Option A (updating product naming conventions) may not sufficiently address the issue, and Option B (separate product catalogs) would require managing multiple product datasets rather than simply filtering via price books. For more information, see the Salesforce Price Book documentation.

NEW QUESTION # 124

After creating a brand new sneaker Product object record for Cloud Kicks, the admin is unable to add this product to Price Books.

How should the consultant resolve the issue?

- A. Add the product to a price schedule.
- B. Set a standard active price.
- C. Edit the sharing settings of the Product object.

Answer: B

Explanation:
In Salesforce, a product must have an active standard price defined before it can be added to any price book.
Without this, the product will not be available for selection within price books, which explains why the admin at Cloud Kicks is unable to add the new product.
* Activating Product for Price Books: By setting a standard active price, the product becomes eligible for inclusion in price books, allowing it to be sold and associated with opportunities.
* Ensuring Products are Ready for Sales: The standard active price acts as a baseline, ensuring that all products have a minimum price defined before they can be added to custom price books.
Option A (adding to a price schedule) is unrelated to price book eligibility, and Option B (editing sharing settings) pertains to access control, not price activation. For additional information, see Salesforce Product and Price Book Management.

NEW QUESTION # 125
Universal Containers (UC) recently implemented new Sales Cloud solutions. UC stakeholders believe that user adoption is best measured by the login rate.
Which additional key metric should the consultant recommend?

- A. Opportunities created in the last 30 days
- B. Cases closed in the last 30 days
- C. Events synchronized in the last 30 days

Answer: A

Explanation:
While login rate is an indicator of system usage, a better measure of adoption in Sales Cloud is the number of Opportunities created, as it reflects actual engagement with sales activities. Monitoring the number of Opportunities created in the last 30 days can show if users are actively utilizing Sales Cloud for core functions like managing potential sales.
* Opportunity Creation as a Key Adoption Metric: Creating Opportunities indicates that sales reps are actively using the platform to track sales activities, which is a primary function of Sales Cloud.
* Complementing Login Metrics: This metric goes beyond mere logins to show that users are performing valuable tasks within the system, offering a more comprehensive view of adoption.
Option B (Events synchronized) and Option C (Cases closed) are not as directly tied to core sales activities in Sales Cloud. Salesforce highlights Opportunity management as a critical adoption metric, as noted in their Salesforce Adoption Guide.

NEW QUESTION # 126
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