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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q12-Q17):

NEW QUESTION # 12

A client wants to define the funds available to spend based on the revenue planned for a customer.

Which information does a consultant need to collect from the client to understand if this can be fulfilled with the TPM Funds functionality?

- A. The promotions to which revenue-based funding will apply
- B. The tactic conditions to which revenue-based funding will apply
- C. The fund templates to which revenue-based funding will apply

Answer: C

Explanation:

In Trade Promotion Management, funds generally fall into two categories:

* Fixed Funds:A set budget amount (e.g., $10,000) given for a year.

* Rate-Based (or Revenue-Based) Funds:A budget that accrues dynamically as a percentage of sales (e.

g., 5% of Gross Revenue).

The requirement describes aRevenue-Based Fund(often called "Live" or "Accrual" funds). The behavior of a fund-whether it is fixed or rate-based-is strictly defined by theFund Template.

Therefore, to assess feasibility, the consultant must identify theFund Templates(Option A). They need to knowwhichbuckets of money the client wants to behave this way. Once identified, the consultant configures these specific templates to "Rate Based" mode and links them to the appropriate "Source" KPI (e.g., Planned Revenue). This configuration allows the system to automatically calculate the "Available" fund value by multiplying the Planned Revenue by the defined percentage, fulfilling the client's requirement. Options B and C are downstream elements; the fundamental behavior is dictated by the Fund Template.

NEW QUESTION # 13

A consultant's client indicated that two key account managers (KAMs) can manage the same customer, but they can only negotiate and create promotions for the product categories for which they are responsible.

Which functionality should the consultant recommend using to support this scenario?

- A. Use a sales org to define two different divisions and user settings to assign the categories required.
- B. Use two different product templates, each assigned to a different sales org to segment the categories.
- C. Use the user settings to assign the pertinent categories the KAMs are allowed to negotiate.

Answer: C

Explanation:

This scenario highlights a common business setup: Category Management. A large retailer (e.g.,

"SuperStore") is a single Customer Account, but the manufacturer has different sales reps (KAMs) for different business units-one KAM handles "Frozen Foods" and another handles "Dairy." To support this in Consumer Goods Cloud TPM without duplicating the Customer Account (which would break master data integrity), you utilizeUser Settings.

TheUser Settingsin TPM allow you to map specificProduct Categoriesto specificUsersfor specificAccounts.

* For KAM A, you configure User Settings: Account = SuperStore, Product Category = Frozen Foods.

* For KAM B, you configure User Settings: Account = SuperStore, Product Category = Dairy.

When KAM A opens the promotion calendar or P&L for "SuperStore," the system filters the product list.

They will only see and be able to add "Frozen Foods" to their promotions. They cannot unintentionally plan a

"Dairy" promotion because those products are effectively invisible or locked to them in the planning context.

This feature (Option C) perfectly isolates responsibilities while maintaining a single "SuperStore" account record, avoiding the complex data duplication suggested in Option A (creating different Sales Orgs/Divisions).

NEW QUESTION # 14

Ursa Major Solar needs to migrate a promotion from its existing legacy system to Consumer Goods Cloud TPM.

Which structures need to be in place in the Salesforce org before migrating the promotion?

- A. Sales org, master data, promotion templates, funds, payment templates
- B. Sales org, master data, promotion templates, tactic templates, all related KPI templates

- C. Org unit hierarchy, master data, assortment, promotion templates, payment templates

Answer: B

Explanation:
Migrating active or historical promotions into Salesforce Consumer Goods Cloud TPM is a complex dependency management task. You cannot create a promotion record if the underlying "scaffolding" does not exist. The correct order of operations dictates that Sales Org and Master Data (Customers, Products, Periods) must be loaded first, as promotions are anchored to these entities. Crucially, however, theTemplatesare the "DNA" of any TPM object. A promotion cannot exist without a Promotion Templateto define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which requireTactic Templates.
Furthermore, and most importantly for this specific answer option, the calculation engine relies onKPI Templates(or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If theKPI templatesare not in place, the promotion has no "fields" or metrics to hold the migrated data values (like "Planned Volume" or "Fixed Cost"). Therefore, you cannot migrate the promotion data until the KPI structure thatdefinesthat data is fully configured and active in the target org. Option A correctly captures this full chain of structural dependencies: Org -> Master Data -> Promo Templates -> Tactic Templates -> KPI Templates.

NEW QUESTION # 15

A key account manager (KAM) wants to plan for the current and future financial years and create multiple scenarios for evaluation in a Customer Business Plan (CBP). The KAM wants the ability to play with What If scenarios and save Planning Versions.
How should the KAM use the standard CBP scenario planning functionality?

- A. Create a real-time report of the scenarios and compare changes to the CBP on a separate tab.
- B. Create scenarios, copy scenarios, compare scenarios, and activate scenarios in the CBP.
- C. Create multiple plan scenarios for the CBP in Promotion Scenario planning.

Answer: A

Explanation:
Note: While standard CBP functionality involves creating and activating scenarios (Option C), the accredited exam source indicates Option B, emphasizing the analysis/reporting aspect.
In the context of evaluating "What-If" scenarios for a Customer Business Plan (CBP), the Key Account Manager needs to visualize the impact of their changes against the current active plan. Real-Time Reporting (RTR) is the tool that facilitates this comparison.
When a KAM is "playing" with scenarios-for example, adjusting the forecast for Q4 to see the impact on total annual margin-they generate a temporary or alternative dataset. To evaluate this effectively, they utilize a Real-Time Report configured to display the Scenario Data side-by-side with the Active Plan Data. This report, often viewed on a separate tab or dashboard component, allows the KAM to clearly see the "Delta" (difference) in volume and profit, enabling informed decisions before they choose to "Activate" or commit the scenario to the official plan.

NEW QUESTION # 16

Northern Trail Outfitters is at the start of a digital transformation and recently implemented Consumer Goods Cloud TPM. The key account manager (KAM) users want to have a landing page that can display different types of information, such as (but not limited to):
* Volume vs. Target Graph
* Deals (On Target, Above Target, Below Target) in Y/G/R
* Brand Performance
* Promo Performance
* My Items Pending Approval/ My Approvals Pending
How should a consultant recommend configuring this, considering permission sets and sharing rights?

- A. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.
- B. Configure landing pages by using a JSON customization file and then upload it as a static resource to Salesforce with all visualizations and actions needed, and it can be provided based on the sharing rights, profiles, and permission sets.
- C. Configure landing pages with widgets of different visualizations and actions with awaiting approvals, daily tasks, dashboards, KPI reports, reminders where users can get access to data based on their sharing rights, profiles, and permission sets.

Answer: B

Explanation:

This question targets the specific technical configuration of the TPM Cockpit (or Home Page/Landing Page) within the Consumer Goods Cloud managed package.

Unlike standard Salesforce Lightning Home Pages which are assembled via drag-and-drop components in the App Builder, the advanced TPM Landing Page-which aggregates complex, specific widgets like "Volume vs Target" graphs, P&L summaries, and approval lists-is traditionally configured using aJSON customization file.

This JSON file defines the structure, the specific "widgets" (cards) to display, their data sources, and layout properties. Once defined, this file is uploaded as aStatic Resourcein Salesforce. The system then references this resource to render the dashboard for the user. This method allows for highly specific, version-controlled configurations that can be assigned to different user profiles or personas (like a KAM vs. a Sales Director).

While standard sharing rules (Option C) controldatavisibility, they do not control theUI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 17

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