

# Exam Sales-Con-201 Question & Passing Sales-Con-201 Score



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>> Exam Sales-Con-201 Question <<

## Exam Sales-Con-201 Question – High Pass-Rate Passing Score for Sales-Con-201: Salesforce Certified Sales Cloud Consultant

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### Salesforce Certified Sales Cloud Consultant Sample Questions (Q106-Q111):

#### NEW QUESTION # 106

Universal Containers has implemented Salesforce for all of its sales reps. All sales reps are required to select the win or loss stage on every closed opportunity. Managers like to measure the win ratio for all of the sales reps.

How should a consultant meet the requirement?

- A. Ensure that all managers have access to the standard Win report.
- B. Build a custom report on Opportunity with custom summary formulas to show win ratio.
- C. Create 3 custom formula field on Opportunity to capture the win ratio for opportunities.

**Answer: B**

### NEW QUESTION # 107

Cloud Kicks (CK) is planning to use Person Accounts to maintain information on its retail customers. CK likes to track connections among customers to capture household relationships, referrals, and so on. One customer can have many relationships. What should a consultant consider when implementing Person Accounts and supporting many relationships between customers in Salesforce?

- A. Use Contact for retail customers and use Accounts to maintain relationships.
- **B. Enable Contacts to Multiple Accounts to create indirect relationship between two or more Person Accounts.**
- C. Create a custom field to establish relationships and create hierarchies among Person Accounts.

**Answer: B**

Explanation:

When using Person Accounts in Salesforce, the "Contacts to Multiple Accounts" feature allows for creating connections between Person Accounts, effectively enabling the tracking of indirect relationships such as household relationships and referrals. This feature facilitates linking a single contact (or Person Account) to multiple accounts, which can represent different relationship types. It is particularly suited for Cloud Kicks' need to capture various types of customer relationships, making it more flexible and scalable for relationship tracking among retail customers.

Refer to the Salesforce documentation on Contacts to Multiple Accounts for more information on using this feature with Person Accounts.

### NEW QUESTION # 108

Cloud Kicks needs to associate some contacts with many accounts. Which solution should a consultant recommend to meet this requirement?

- A. Use the Contact Roles related list on Accounts.
- **B. Use the Contact to Multiple Accounts feature.**
- C. Add multiple custom Account lookup fields on the Contact.

**Answer: B**

Explanation:

To associate contacts with multiple accounts, using the Contact to Multiple Accounts feature is the ideal solution. Here's why:

\* Built-In Feature: Salesforce provides the Contact to Multiple Accounts feature as a standard capability, allowing a single contact to be associated with multiple accounts without needing custom fields or objects.

\* Relationship Management: This feature allows users to specify the role of the contact in relation to each account, which helps Cloud Kicks manage complex relationships across various accounts.

\* Salesforce Best Practices: Salesforce recommends utilizing standard features like Contact to Multiple Accounts to avoid unnecessary customization and ensure compatibility with Salesforce updates.

\* References: Salesforce documentation on Contact to Multiple Accounts details the setup and use of this feature to support relationship management.

In summary, using the Contact to Multiple Accounts feature (Option A) is the recommended approach for associating contacts with multiple accounts.

### NEW QUESTION # 109

Sales reps at Cloud Kicks (CK) often receive important customer emails they want to log as records related to Contacts in Salesforce. CK has Office 365, as well as a policy that prevents users from installing anything directly on their computers. Which solution should a consultant recommend to meet this requirement?

- A. Salesforce Inbox
- **B. Einstein Activity Capture**
- C. Lightning Console for Sales

**Answer: B**

Explanation:

Einstein Activity Capture automatically syncs emails and events between Salesforce and Office 365 without requiring any installation on users' devices, making it an ideal solution for Cloud Kicks, given their policy restrictions. By using Einstein Activity Capture, sales reps can have customer emails logged as records related to Contacts in Salesforce seamlessly. This tool works with cloud-based

services like Office 365, syncing activities in real-time and storing them within Salesforce, thus keeping records updated without manual intervention.

Salesforce Inbox, while offering similar capabilities, requires an add-in installation that might not align with CK's IT policy. Therefore, Einstein Activity Capture is the recommended solution for this scenario as it meets CK's requirements for automatic logging without violating any software installation policies.

For more information on Einstein Activity Capture, you can refer to the Salesforce documentation: Einstein Activity Capture Overview.

### NEW QUESTION # 110

The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org.

What should the consultant do to convert a Lead into a Person Account?

- A. Create an Apex trigger on the Lead object.
- B. Enable Contact Roles.
- C. Leave the Company field blank.

**Answer: C**

Explanation:

When Person Accounts are enabled in a Salesforce organization, they allow users to represent individual customers without the need for an associated company. To convert a lead into a Person Account, the key step is to leave the "Company" field blank on the lead record. This signals Salesforce to convert the lead into a Person Account rather than a Business Account.

Here's how it works:

- \* Person Account Conversion Criteria: Salesforce uses the presence or absence of data in the Company field to determine whether to convert a lead into a Business Account (when Company is populated) or a Person Account (when Company is blank).
- \* Streamlined Process: Leaving the Company field blank during lead entry ensures that the lead is treated as an individual, resulting in a Person Account upon conversion. No additional configurations or custom triggers are needed.
- \* Person Account Use Cases: Person Accounts are especially useful for B2C scenarios where individual customers do not have a company affiliation, as they combine Account and Contact functionalities into a single record.

Option A (Enable Contact Roles) and Option C (Create an Apex Trigger) are not necessary for this task, as Person Account conversion can be handled directly by Salesforce's standard lead conversion logic. For more details on converting leads to Person Accounts, refer to Salesforce's Person Accounts documentation.

### NEW QUESTION # 111

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