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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q34-Q39):

NEW QUESTION # 34

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. Org unit hierarchy, master data, assortment, promotion templates, payment templates
- C. Sales org, master data, promotion templates, tactic templates, all related KPI templates

Answer: C

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, the Templates are the "DNA" of any TPM object. A promotion cannot exist without a Promotion Template to define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which require Tactic Templates.

Furthermore, and most importantly for this specific answer option, the calculation engine relies on KPI Templates (or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If the KPI templates are 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 that defines that 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 # 35

Northern Trail Outfitters (NTO) wants to plan with Consumer Goods Cloud, not only standard products but also bill of materials (BOMs)/shippers. Some of NTO's BOMs can change the quantities of their components during their lifetime.

How should a consultant suggest handling the scenario where the quantity of one component is changing in a BOM?

- A. Update the quantity in the affected BOM relation object record between the BOM and the affected component with the new quantity, and update in this record the start date Valid From with the date of quantity change.
- B. Add an end date to the BOM product that is the date 1 day before the quantity change, and create a new BOM that is available on the date of quantity change and has the same components in the BOM relation object, but a new quantity for the affected component.
- C. Update the end date Valid Thru of the BOM relation object record between the BOM and the affected component with the date 1 day before the quantity change, and add a new BOM relation object record with the new quantity and Valid From is the date of quantity change.

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud TPM, Bill of Materials (BOM) or "Shippers" are handled through a relation object (often the Product Bill of Material or similar junction object) that links the parent BOM product to its component products. To maintain historical accuracy for past promotions while accommodating future changes (Slowly Changing Dimensions), you should not simply overwrite the existing record. Instead, the best practice is to "expire" the current relationship by setting the Valid Thru date to the day before the change. Then, create a new BOM relation record with the new quantity and a Valid From date starting on the day of the change. This ensures that calculations for historical promotions use the old quantity, while new promotions use the new quantity.

NEW QUESTION # 36

A key account manager (KAM) at Cloud Kicks wants to set up Customer Business Plans (CBPs) for a Planning Customer. The KAM wants to create a CBP for next year.

How should a consultant advise the KAM to set up the CBP?

- A. By specifying the Business Year
- B. By defining the Date From and number of month
- C. By specifying the Date From and Date Thru

Answer: A

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are the high-level containers used for annual volume and financial planning. Unlike specific promotions which have granular start and end dates (e.g., "Jan 1st to Jan 14th"), a Customer Business Plan is structurally designed to cover a standard fiscal or calendar year. The recommended and standard best practice for setting up a CBP is to link it to a Business Year. When configuring the system, the administrator defines the Calendar and Business Years (e.g., 2024, 2025) in the master data. When a Key Account Manager (KAM) creates a new plan, they select the specific Year from a dropdown menu rather than manually entering a "Date From" and "Date Thru." This approach ensures data integrity and alignment with the corporate fiscal calendar. By selecting "Business Year: 2025," the system automatically understands the exact start and end dates based on the master calendar configuration (which might be Jan 1-Dec 31, or a fiscal offset like Oct 1-Sept 30). This prevents user error, such as a KAM accidentally creating a plan that runs for 13 months or starts on the wrong day of the week. It also facilitates "Year-over-Year" reporting, as the system can easily compare "CBP 2024" vs. "CBP 2025" because they are strictly defined by the Business Year object, ensuring that targets and baselines are aggregated into the correct annual buckets.

NEW QUESTION # 37

Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and

Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.

Which implementation should the TPM consultant recommend?

- A. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.
- B. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade Calendar promotions using the new Store Format attribute.
- C. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.

Answer: B

Explanation:

The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).

Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities. Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).

The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

NEW QUESTION # 38

A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.

How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports to monitor business development of competing brands' successes
- B. Using customized reports that help to evaluate the success of promotional events on product level
- C. Using customized reports to help track payments and funds based on a promotion's execution

Answer: B

Explanation:

Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.

RTR supports PEA primarily by enabling the KAM to evaluate success at the Product Level (Option A).

Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.

By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

NEW QUESTION # 39

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For example, once a web part was developed AP-205 which by the way had to be done in code by overriding render methods as there was no designer available) there were still Reliable AP-205 Test Online a lot of manual steps required to debug the solution and deploy it SharePoint.

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