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Salesforce Consumer Goods Cloud: Trade Promotion Management

Accredited Professional Sample Questions (Q52-Q57):

NEW QUESTION # 52

Northern Trail Outfitters wants to send email to approvers, when the key account manager (KAM) is not able to approve promotions due to a threshold limitation of plan spend being more than US$50,000.

How should a consultant configure this scenario, when promotion plan spend is more than $50,000?

- A. Use business object application programming interface (API) to send email to approver.
- B. Set action as Email in workflow state transition.
- C. Use Validation action to check threshold and email.

Answer: B

Explanation:

This requirement describes a conditional approval workflow. In Consumer Goods Cloud TPM, the lifecycle of a promotion (Draft -> Submitted -> Approved) is governed by the Workflow engine (State Machine).

When a KAM attempts to approve a promotion that exceeds a spending limit (e.g., >$50k), the system must prevent immediate approval and instead route it for review. This is handled by aState Transition.
* Transition Logic:You define a transition from "Draft" to "Submitted for Approval" (or a specific review status) that triggersonlywhen the condition Plan Spend > 50,000 is met.
* Workflow Action:Attached to this specific transition is anAction. In this case, the action is to "Send Email." Therefore, Option B is the correct configuration. You configure theWorkflow State Transitionto detect the threshold and automatically trigger theEmail Actionto the approver. Option A (Validation Action) is typically used toblockan action entirely (e.g., "Error: You cannot save this promotion"), which wouldn't facilitate the routing process to the approver. Option C (API) is a custom development approach that is unnecessary given the standard Workflow functionality.

NEW QUESTION # 53

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

In which capability area should a consultant begin their discovery process to identify these requirements?

- A. Funds Management
- B. Strategic Planning
- C. Promotion Planning

Answer: A

Explanation:

The requirement specifically focuses on the allocation of promotion spend1. In the Trade Promotion Management (TPM) architecture, the mechanism for defining, accruing, and distributing budgets to specific customers is the domain of Funds Management2.

WhileStrategic Planningsets high-level targets (e.g., "Grow revenue by 10%"), it is the Funds Management module that operationalizes the financial resources required to achieve those targets. It handles the logic for:
* Fund Types:Are budgets Fixed (lump sum) or Rate-Based (accrual from sales)?
* Allocation:How is money moved from a Headquarters fund to a specific Customer fund?
* Governance:Rules on who can spend what.

Therefore, to "optimize the allocation," the consultant must first analyze the current Funds Management processes (Option C) to understand how budgets are currently constructed and assigned to KAMs.

NEW QUESTION # 54

The key account managers (KAMs) at Universal Containers use, in their promotion planning process, the promotion scenario planning to achieve the best setup for the promotion.

How should a consultant configure the Adjustment key performance indicators (KPIs) that the KAMs want to use? 3

- A. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment subset to the KPI set, which is assigned to the promotion template.
- B. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as PromotionScenarios subset to the KPI set, which is assigned to the promotion template. 4
- C. Assign Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment KPIs on the Details page of the

promotion template.

Answer: B

Explanation:
Scenario Planning in TPM allows Key Account Managers to create "What-If" versions of a promotion (e.g.,
"What if I increase the discount to 15%?") without affecting the live plan. To facilitate this, the user interface needs to know
specifically which KPIs are relevant for these experimental adjustments.
In the TPM configuration, KPI Subsets are used to group KPIs for specific UI contexts (e.g., the Volume Card, the Spend Card).
For Scenario Planning, there is a specialized subset purpose, often referenced as the PromotionScenarios subset (or similarly named
configuration hook depending on the specific release version, but conceptually the "Scenario" subset).
By adding the "Adjustment KPIs" (the specific metrics where users input their simulation data, like Simulated Lift %) to this specific
subset in the KPI Set, the consultant ensures that when a KAM enters "Scenario Mode," these specific fields appear and are
editable. This segregates the scenario inputs from the standard operational data, allowing the calculation engine to compute the
"Scenario Result" separately from the
"Active Plan Result" for comparison.

NEW QUESTION # 55
Northern Trail Outfitters (NTO) wants to run a promotion on its products at a specific retailer, which sells through more than 20
direct stores and chain of outlets..
What should a consultant recommend using to represent the relationship between retailer stores and its outlet chains, in NTO's
Consumer Goods Cloud TPM system?

- A. Customer Hierarchy
- B. Customer Sets
- C. Customer subaccounts

Answer: A

Explanation:
In Salesforce Consumer Goods Cloud, the Customer Trade Org Hierarchy is the foundational structure used to model the
commercial relationships between accounts. This hierarchy is designed to handle the standard parent-child relationships found in
retail, such as a Headquarters (Parent) governing multiple regional divisions, which in turn govern individual Stores or Outlets
(Children).
When NTO needs to run a promotion that targets a retailer and trickles down to its 20+ direct stores and outlets, the Customer
Hierarchy is the native mechanism to represent this. By setting up the Stores as child accounts of the Retailer Chain account in the
hierarchy:
* Data Aggregation: Sales volume and trade spend can automatically roll up from the stores to the chain level.
* Promotion Push: A promotion planned at the Chain level can be automatically pushed or made applicable to the underlying stores.
"Customer Sets" (Option C) are typically used for grouping disparate, unrelated accounts for a specific promotion (e.g., "All Gas
Stations in Florida"), whereas the retailer-to-store relationship is a permanent structural relationship best modeled by the standard
Hierarchy.

NEW QUESTION # 56
A customer needs to create a promotion level report that has data for three Promotion key performance indicators (KPIs) and four
fields from the Promotion object: Promotion Name, Slogan, Anchor Account, Phase.
Which type of reporting solution should a consultant recommend to the customer?

- A. Real-Time Reporting
- B. Salesforce Lightning Reports
- C. External Reporting Solution

Answer: C

Explanation:
While Salesforce Lightning Reports (Option C) are excellent for standard object data (Name, Slogan, Phase), they struggle to
access the calculated KPIs (Volume, ROI, Spend) that reside in the Processing Service's memory or JSON blobs, unless those
KPIs are explicitly written back to the database. Even with writeback, joining them in a formatted "Promotion Level Report" (often
implying a tear-sheet or printable summary) can be rigid.

Real-Time Reporting (RTR)(Option A) is a UI component for viewing data on a screen, not generating a persistent "Report" document.

Therefore, for a requirement that mixes standard metadata (Slogan, Phase) with complex calculated KPIs into a cohesive report, the recommended best practice in the TPM ecosystem is often an External Reporting Solution(Option B) such as CRM Analytics (Tableau CRM) or a third-party generator. These tools can ingest the Writeback data (or query the API), join it with the Promotion Object metadata, and render the pixel- perfect layout required by the customer3.

NEW QUESTION # 57

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