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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q16-Q21):

### NEW QUESTION # 16

A client wants to have an extra column to enter a fixed amount in a promotion. The column needs to be added next to the Planned Fixed Spend calculation. A consultant already created the new key performance indicator (KPI) definition and adjusted the proper KPI set.

Which additional configuration does the consultant need to do to make the column available on the promotion?

- A. Assign the VPC subset to the new KPI definition.
- B. Assign the SPC subset to the new KPI definition.

- C. Assign the tactic subset to the new KPI definition.

**Answer: B**

Explanation:

In the TPM User Interface, the Promotion P&L is divided into distinct sections known as "Cards" to organize the massive amount of data. The two primary cards are the Volume Planning Card (VPC) and the Spend Planning Card (SPC).

\* VPC (Volume Planning Card): Contains metrics related to quantities, such as Baseline Volume, Uplift Volume, and Total Volume.

\* SPC (Spend Planning Card): Contains financial metrics, such as Fixed Fees, Variable Spend, ROI, and Margins.

The requirement is to add a column for a "fixed amount" next to "Planned Fixed Spend." Since "Fixed Spend" is a financial/monetary metric, it resides within the Spend Planning Card. Creating the KPI definition is only the first step. To make that KPI visible on the UI, it must be assigned to the correct KPI Subset. The KPI Subset effectively acts as a filter or a view controller. If you create a financial KPI but do not assign it to the SPC Subset (Option B), it will exist in the system but will remain invisible to the KAM on the promotion screen. Option A is incorrect because the VPC is for volume, not spend. Option C is incorrect because "tactic subset" generally refers to the configuration of the tactic list itself, not the financial grid columns.

### NEW QUESTION # 17

A client has asked that the discount key performance indicator (KPI) is manually provided by the key account manager (KAM). The discount KPI should only be editable at the total level for the tactic/product hierarchy and should not be editable on a weekly level.

How should a consultant design this discount KPI?

- A. Set the Editable storage level of the discount KPI as Tactic.
- B. Set the Edit mode of the discount KPI as All.
- C. Set the Edit mode of the discount KPI as Total.

**Answer: C**

Explanation:

In Salesforce Consumer Goods Cloud TPM, the behavior of Key Performance Indicators (KPIs) within the planning grid is governed by the KPI Definition, specifically the Edit Mode property. This property dictates where and how a user can input data. The requirement here is specific: the Key Account Manager (KAM) must provide a manual input (Writeback) for the discount, but this input is restricted to the Total column (the aggregate for the promotion duration) and must not be allowed in the weekly/periodic columns.

\* Edit Mode: Total (Option B): This is the correct configuration. When set to "Total," the cell in the Total column becomes editable. When the KAM enters a value (e.g., \$10,000), the calculation engine automatically distributes (disaggregates) this amount across the weeks and products based on a defined reference profile (like Baseline Volume). The individual weekly cells remain read-only or are overwritten by the distribution logic, preventing the user from manually "tweaking" specific weeks which could break the distribution logic.

\* Edit Mode: All (Option A): This would allow editing in both the Total column and the individual weekly cells, violating the requirement.

\* Editable Storage Level (Option C): This defines where the data is saved in the database (e.g., at the Tactic level vs. Product level), but it does not control the UI behavior of locking the weekly columns while allowing the Total column to be edited.

### NEW QUESTION # 18

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 tactic conditions to which revenue-based funding will apply
- B. The promotions 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., 1% of sales).

g., 5% of Gross Revenue).

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

Therefore, to assess feasibility, the consultant must identify the Fund Templates (Option A). They need to know which buckets 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 # 19

A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.

How should the consultant design this? 5

- A. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.
- B. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.
- C. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.

**Answer: A**

#### NEW QUESTION # 20

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

**Answer: C**

Explanation:

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

While Strategic Planning sets 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 # 21

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