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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20
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 # 21
Cloud Kicks (CK) has decided to extend its existing Salesforce solution by implementing Consumer Goods Cloud TPM. CK has
started a discovery workshop and, due to a multi cloud solution, wants to have specific security requirements to limit users' access to
certain customers and products. Customer and product accessibility should be set by selecting specific combinations of elements,
and also by using the customer and product hierarchy.
How should a consultant meet these requirements?

- A. Leverage Consumer Goods Cloud TPM's permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.
- B. Leverage Salesforce Platform's standard security, which will derive the access to customer and promotional plans without the need to provide access to an individual customer at the Account and Product category levels.
- C. Leverage Consumer Goods Cloud TPM's standard security to manage the edit and access rights in the User settings for individual users based on the accounts and product categories for which they are responsible.

Answer: C

Explanation:
Security in Consumer Goods Cloud TPM operates on two layers: the standard Salesforce record access (Sharing Rules) and the
application-specific TPM User Settings.
For the complex requirement of "selecting specific combinations of elements" (e.g., User A handles
'Beverages' for 'Walmart' but only 'Snacks' for 'Target'), standard Salesforce Sharing Rules are often too blunt or require excessive
maintenance. TPM addresses this viaUser Settings.
In the TPM application configuration, you can defineManaged AccountsandManaged Productsfor each user or user profile. This
acts as a filter for the Planning Grid (P&L view). When a Key Account Manager (KAM) logs in, the system checks these User
Settings to determine which part of the massive Product x Customer hierarchy to load into their view. This ensures they only see and
plan for the specific intersection of Customers and Categories they are responsible for. Option A correctly identifies this mechanism
("User settings") as the standard and intended way to handle this granular, matrix-based responsibility assignment within the TPM
module, rather than relying solely on broad Platform security or Permission Sets.

NEW QUESTION # 22
Northern Trail Outfitters (NTO) is utilizing Consumer Goods Cloud TPM to manage their promotional activities. NTO needs to
handle promotions at retailers that are indirectly managed through distributors.
What is the recommended approach within Consumer Goods Cloud TPM to design the master data that will properly reflect the
relationship between the retailer and the distributor?

- A. Use the standard Accounts object to represent both retailers and distributors, adding custom lookup fields to establish and

- B. Create a custom junction object to manually track the interactions between retailers and distributors, allowing for custom fields and records to be maintained for reporting purposes.
- C. Leverage the Customer Relationships object to model the connections between retailers and distributors, facilitating the representation of indirect sales channels within the platform.

Answer: A

Explanation:
In Salesforce Consumer Goods Cloud, the Account object is the core entity for the Trade Org Hierarchy. Best practice design principles dictate that both direct customers (Distributors/Wholesalers) and indirect customers (Retailers/Outlets) should be modeled as Accounts.
To represent the "Indirect" relationship-where a Manufacturer sells to a Distributor, who then sells to a Retailer-you should not overcomplicate the data model with custom junction objects unless absolutely necessary for many-to-many complexities that cannot be handled otherwise. For standard indirect management in TPM, the recommended approach is to use theStandard Accounts objectfor both parties and utilizecustom lookup fieldson the Retailer account to point to the Distributor.
This "Wholesaler" or "Distributor" lookup field allows the system to aggregate volume or plan promotions that target the Retailer while acknowledging the fulfillment path through the Distributor. This design keeps the architecture aligned with the Salesforce core data model and ensures compatibility with the TPM calculation engines (Processing Services), which are optimized to traverse standard Account hierarchies and attributes. Using a custom junction object (Option A) would likely require significant custom development to make the TPM engine "see" the relationship for volume roll-ups, whereas Account lookups are native and easily queryable2222.

NEW QUESTION # 23
Cloud Kicks recently implemented a Consumer Goods Cloud TPM solution and key account managers (KAMs) are now using the TPM system. During the strategic planning, once the revenue targets are finalized, funds are allocated for an account. A KAM takes the first look at the account plan. After analyzing the account's products and related key performance indicators (KPIs) at the account, product group, and product levels, the KAM identified the gap between the baseline volumes and the target sales volume. How should a consultant recommend filling the identified gap without creating incremental volume?

- A. Plan the sellable promotions in the TPM system and view the increased volume resulting from the promotions. Analyze how effective promotions are and whether they are likely to hit the target volume.
- B. Anticipate changes to some adjustment KPIs. Adjust the KPIs in a Customer Business Plan and look at these changes in the account plan view to analyze promotion effectiveness for target volume.
- C. Edit and change the adjustment KPIs in the account plan and look at these changes in the account plan view in order to analyze promotion effectiveness for target volume.

Answer: C

Explanation:
This scenario describes Gap Planning, a critical part of the Account Planning process (Customer Business Plan or CBP). The KAM has a "Target" (Goal) and a "Baseline" (Forecast). The difference is the "Gap." The constraint in the question is key:"without creating incremental volume."
* Incremental Volumeis generated byPromotions(Tactics like price cuts or displays). Therefore, Option C (Plan sellable promotions) is incorrect because that is explicitly about driving incremental volume.
If the KAM needs to close the gapwithoutrunning new promotions, they must adjust theBaselineorBase Forecastassumptions. For example, they might believe the market will grow organically, or a new product listing will drive steady sales. In Consumer Goods Cloud TPM, this is done usingAdjustment KPIsdirectly within the Account Plan (CBP) view. By editing these adjustment fields (e.g., "Baseline Adjustment" or
"Manual Forecast Override"), the KAM effectively modifies the "Base" volume prediction to match the
"Target," thereby closing the gap in the plan. Option A correctly identifies this direct manipulation of the Account Plan KPIs as the method to align forecasts without resorting to trade activity.

NEW QUESTION # 24
A client asks a consultant what will be the total value of Baseline key performance indicator (KPI) for Product A in a promotion that is valid from December 1 through December 15. The client and consultant are aware of what was sent from the external system that manages baselines and sends it to the Consumer Goods Cloud application. They observe that all weeks for the year where the promotion was created had a baseline of
70 for Product A. The consultant knows the application follows standard calendar weeks and there is no weekday share profile

configured.
What is the total value of the baseline for the promotion period?

- A. 0
- B. 1
- C. 2

Answer: B

Explanation:
This question tests the understanding of Time Aggregation and Day Weighting logic within the TPM calculation engine.
Here are the variables:
* Promotion Duration:December 1 to December 15 =15 Days.
* Baseline Input:70 units per week.
* Weekday Share Profile:None configured.
In Consumer Goods Cloud TPM, if no specific "Weekday Share Profile" (or "Day Weighting") is applied, the system defaults to a linear, even distribution of volume across the week.
* Calculate Daily Average:A standard week has 7 days. If the weekly baseline is 70, the daily baseline is $70 / 7 = 10$ units per day.
* Calculate Promotion Total:The promotion runs for 15 days.
* Calculation: $15 \text{ days} \times 10 \text{ units/day} = 150 \text{ units}$.
If the system had used a specific profile (e.g., "High Weekend Sales"), the math would differ based on how many Saturdays/Sundays fell within the Dec 1-15 window. However, with "no weekday share profile," the linear calculation applies.
Option B (140) would imply exactly two weeks (14 days), but the period is 15 days.
Option A (100) is incorrect. Thus,150is the correct calculated baseline volume.

NEW QUESTION # 25
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