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Salesforce Certified Sales Cloud Consultant Sample Questions (Q107-Q112):

NEW QUESTION # 107

Cloud Kicks wants to improve its return on investment (ROI) by creating intelligent processes built on trusted, targeted data. What is a justification for using AppExchange data services?

- A. To activate customizable sales forecasting and lead scoring
- B. To use Salesforce Surveys to update customers' data
- C. To create customer segments with personas and scoring

Answer: C

Explanation:

Using AppExchange data services can greatly enhance Cloud Kicks' ability to improve ROI through data-driven customer segmentation. These services offer advanced tools for building customer personas and applying scoring models, which enable targeted marketing and sales strategies. By leveraging enriched data from AppExchange, Cloud Kicks can gain deeper insights into customer behaviors and preferences, allowing for more personalized engagement and efficient resource allocation

NEW QUESTION # 108

An executive at Cloud Kicks (CK) has asked its admin to create a diagram showing the high-level processes within the business. CK plans to use the diagram to show the context of a new process within the overall business. What should the admin create to meet this requirement?

- A. Value Stream Map
- **B. Capability Model**
- C. Detail Process Mapping

Answer: B

Explanation:

An executive at Cloud Kicks (CK) has requested a diagram that shows the high-level processes within the business to illustrate the context of a new process within the overall business framework. To meet this requirement, the admin should create a Capability Model.

Key Points:

* **Capability Model Definition:** A Capability Model is a high-level visual representation of an organization's abilities (capabilities) required to achieve its business objectives. It outlines what the organization does, without delving into how it does it.

* **Contextual Overview:** By focusing on the capabilities, the model provides a strategic view that shows how various processes and functions interrelate within the business, making it ideal for showing the context of a new process within the overall business.

* **High-Level Visualization:** Since the executive is interested in high-level processes, a Capability Model avoids unnecessary details and complexity, providing clarity and focus.

* **Alignment with Business Strategy:** Capability Models help in aligning processes and systems with the business strategy, which is essential when introducing new processes.

Why Other Options Are Less Suitable:

* **B. Value Stream Map:** A Value Stream Map is used in lean methodologies to analyze and design the flow of materials and information required to bring a product or service to a consumer. It's more detailed and focuses on process improvement, not on providing a high-level business context.

* **C. Detail Process Mapping:** This involves creating detailed step-by-step diagrams of processes. While useful for understanding specific workflows, it is too granular for the executive's request for a high-level diagram.

Salesforce Sales Cloud References:

* **Business Process Mapping:** While Salesforce does not provide direct tools for Capability Modeling, it emphasizes the importance of understanding business processes and capabilities during implementation.

Refer to the Salesforce Business Process Mapping Guide for best practices.

* **Strategic Planning:** Salesforce encourages organizations to align their Salesforce implementations with business capabilities and strategies to maximize value.

By creating a Capability Model, the admin can provide CK's executive with a high-level diagram that effectively shows the context of the new process within the overall business operations.

NEW QUESTION # 109

The sales director at Cloud Kicks wants to prevent users from viewing each other's Opportunities but wants them to check to see that the Account already exists prior to creating a new Account.

Which organization-wide default should the consultant recommend?

- A. Set Account to Public Read Only and use & criteria-based sharing rule on Opportunity.
- **B. Set Account to Public Read Only and set Opportunity to Private.**
- C. Set Account and Opportunity to Public Read Only.

Answer: B

NEW QUESTION # 110

The sales director at Universal Containers is concerned the percentage of all opportunities marked Closed Won is lower than expected. Historically, qualified leads must have a budget that is at least \$10,000. The director wants sales reps to prioritize high-value prospects.

Which action should a consultant recommend to meet the requirement?

- A. Map the Lead Budget field to an Opportunity Revenue field.

- B. Use an approval process upon lead conversion when the budget is over \$10,000.
- **C. Map the Lead Budget field to an Opportunity Amount field on the Opportunity.**

Answer: C

Explanation:

To help the sales team at Universal Containers prioritize high-value prospects, mapping the Lead Budget field to the Opportunity Amount field during lead conversion is the most effective solution. This ensures that budget information gathered on the lead is directly available on the Opportunity, enabling sales reps to quickly assess potential revenue and prioritize accordingly.

* Data Transfer on Conversion: By mapping the Budget field from the Lead to the Opportunity's Amount field, sales reps can immediately see if the opportunity meets the \$10,000 threshold, streamlining their prioritization process.

* Field Mapping During Lead Conversion: Salesforce allows custom field mapping from Lead to Opportunity, ensuring that critical data, such as budget, is retained and accessible during and after conversion.

Option A (approval process) could add unnecessary steps, and Option B (mapping to an Opportunity Revenue field) is incorrect since "Revenue" is not a standard Opportunity field. This method aligns with best practices for field mapping as detailed in Salesforce's Guide on Custom Lead Field Mapping.

NEW QUESTION # 111

Cloud Kicks noticed its data quality has degraded since its initial Sales Cloud implementation and is working with a consultant to develop a data management plan. The consultant suggested some best practices for creating, processing, and maintaining data. Which functional area can be improved by using third-party data enrichment tools?

- A. Owning roles and records
- **B. Monitoring changes and updates**
- C. Enforcing validation rules

Answer: B

Explanation:

To address data quality concerns, third-party data enrichment tools are particularly effective for improving the functional area of monitoring changes and updates. These tools can continuously validate, update, and enhance data, which is essential for maintaining data quality over time. Here's how they fit into Cloud Kicks' data management plan:

* Data Enrichment: Third-party tools can enhance Salesforce data by verifying and appending missing information, identifying inaccuracies, and ensuring data is up-to-date. This is especially useful for maintaining contact and account records in dynamic environments where data changes frequently.

* Monitoring and Automation: Many data enrichment tools provide features that automatically monitor data changes and updates. They can flag inconsistencies, correct outdated information, and maintain a high level of data accuracy and completeness, addressing one of the critical areas of data quality degradation.

* Salesforce Best Practices: Salesforce recommends using data enrichment tools as part of a comprehensive data management strategy. These tools help monitor and enhance data quality by integrating external sources, which ensures Salesforce data remains current and reliable.

* References: Salesforce provides guidance on data management best practices, which includes using third-party tools for data enrichment and monitoring. These are highlighted in resources such as Salesforce's Trailhead modules on Data Quality and Data Management, as well as in Salesforce documentation.

In summary, third-party data enrichment tools are ideal for monitoring changes and updates (Option A) in Salesforce, helping Cloud Kicks maintain accurate and high-quality data throughout the Sales Cloud implementation.

NEW QUESTION # 112

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