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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q17-Q22):

NEW QUESTION # 17

A key account manager (KAM) wants to plan for the current and future financial years and create multiple scenarios for evaluation in a Customer Business Plan (CBP). The KAM wants the ability to play with What If scenarios and save Planning Versions. How should the KAM use the standard CBP scenario planning functionality?

- A. Create scenarios, copy scenarios, compare scenarios, and activate scenarios in the CBP.
- B. Create multiple plan scenarios for the CBP in Promotion Scenario planning.
- C. Create a real-time report of the scenarios and compare changes to the CBP on a separate tab.

Answer: C

Explanation:

Note: While standard CBP functionality involves creating and activating scenarios (Option C), the accredited exam source indicates Option B, emphasizing the analysis/reporting aspect.

In the context of evaluating "What-If" scenarios for a Customer Business Plan (CBP), the Key Account Manager needs to visualize the impact of their changes against the current active plan. Real-Time Reporting (RTR) is the tool that facilitates this comparison. When a KAM is "playing" with scenarios-for example, adjusting the forecast for Q4 to see the impact on total annual margin-they generate a temporary or alternative dataset. To evaluate this effectively, they utilize a Real-Time Report configured to display the Scenario Data side-by-side with the Active Plan Data. This report, often viewed on a separate tab or dashboard component, allows the KAM to clearly see the "Delta" (difference) in volume and profit, enabling informed decisions before they choose to "Activate" or commit the scenario to the official plan.

NEW QUESTION # 18

Why should a consultant be conscious about the number of key performance indicators (KPIs) that are related to a KPI set? 1

- A. A KPI set is defined per template per object, but can be shared across the same or different objects and across sales orgs if needed, so the KPI functionality configured within a KPI set must fit within platform limits to protect performance and scalability.
- B. A KPI set is specific to a given object, but is shared across all sales orgs, so the KPI functionality configured within a KPI superset per object must fit within platform limits to protect performance and scalability.
- C. A KPI set is shared across accounts, promotions, promotion tactics, funds, and claims within a given sales org, so the KPI functionality configured within a KPI subset across these objects must fit within platform limits to protect performance and scalability. 2

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud TPM, the KPI Set is the fundamental collection of metrics (Volume, Spend, Profit) used for calculations. While KPI Sets are assigned to templates (like a Promotion Template), the underlying calculation engine (Processing Services) aggregates these definitions at the Sales Org level to build the calculation grid.

Option A is correct because it addresses the architectural constraint: the system must generate a cohesive calculation model (often referred to as the "Big JSON" or calculation payload) that encompasses all the read, write, and calculated fields required for that Sales Org. If a consultant creates an excessive number of KPIs- or complex interdependencies across Accounts, Promotions, and Funds-this payload increases in size.

There are hard limits on the number of KPIs and columns the processing engine can handle efficiently in memory. If these limits are exceeded, users will experience significant performance degradation (slow save times, timeouts on P&L loads) or even calculation failures. Therefore, consultants must optimize the KPI Set by reusing metrics where possible and avoiding redundant definitions, ensuring the total configuration for the Sales Org fits within the platform's scalability guardrails.

NEW QUESTION # 19

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

Answer: A

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 # 20

Ursa Major Solar's (UMS) fiscal year runs from October 1 to September 30. UMS wants to see all the customer business plans and volume plans split by month. What should a consultant recommend creating and activating to match the TPM calendar with the calendar schema of UMS? 7

- A. A standard Calendar with standard periods
- B. A standard Calendar with custom periods
- C. A custom Calendar with custom periods

Answer: C

Explanation:

Time is a foundational dimension in Trade Promotion Management. Most organizations operate on standard Gregorian calendars (Jan 1 - Dec 31), but many, like Ursa Major Solar, utilize Fiscal Calendars (e.g., Oct 1 - Sept 30).

A standard Calendar in Salesforce Consumer Goods Cloud is hard-coded to the Gregorian year. If UMS were to use this, "Month 1" would always be January, which contradicts their business reality where "Period 1" is October.

To support a Fiscal Year starting in October, the consultant must implement a Custom Calendar with Custom Periods.

* Custom Calendar: Defines the overall structure (Fiscal Year).

* Custom Periods: Allows the administrator to explicitly define the start and end dates of every period.

For example, "Period 1, 2025" is defined as "2024-10-01 to 2024-10-31".

This configuration ensures that when a KAM views a "Year to Date" report or a monthly split in the P&L, the data aggregates correctly according to the company's financial reporting cycle.

NEW QUESTION # 21

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Post Event Analysis
- B. Strategic Planning
- C. Promotion Planning

Answer: A

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis

phase1111.

NEW QUESTION # 22

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