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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q40-Q45):

NEW QUESTION # 40
Cloud Kicks (CK) has implemented Consumer Goods Cloud TPM and its administrator has uploaded Customer Business Plans (CBPs) in January for the current year (CY) and the next year (NY) for each Planning Customer Category combination. As some of

CK's key account managers (KAMs) are responsible for all categories within a Planning Customer, the company would like to change the setup to have just one CBP by Planning Customer.
Which information should a consultant share with CK?

- A. None of the CBPs, which were created for the CY and NY can be deleted.
- B. The CBPs for the CY cannot be deleted, but CBPs for the NY can be deleted.
- C. The CBPs for the CY and NY can be deleted and set up as needed.

Answer: C

Explanation:
Customer Business Plans (CBPs) in Consumer Goods Cloud are records that establish the targets and planning data for a specific customer and year. If the granularity of the planning needs tochange (e.g., from
"Planning Customer + Category" to just "Planning Customer"), the existing CBP records can be deleted provided they are not locked by active workflows or other restrictive dependencies that strictly prevent deletion. Deleting the incorrect CBPs allows the administrator to re-upload or re-create the plans at the correct level of granularity (Planning Customer level) for both the Current Year and Next Year to meet the new business requirement.

NEW QUESTION # 41

Northern Trail Outfitters (NTO) wants to plan with Consumer Goods Cloud, not only standard products but also bill of materials (BOMs)/shippers. Some of NTO's BOMs can change the quantities of their components during their lifetime.
How should a consultant suggest handling the scenario where the quantity of one component is changing in a BOM?

- A. Add an end date to the BOM product that is the date 1 day before the quantity change, and create a new BOM that is available on the date of quantity change and has the same components in the BOM relation object, but a new quantity for the affected component.
- B. Update the end date Valid Thru of the BOM relation object record between the BOM and the affected component with the date 1 day before the quantity change, and add a new BOM relation object record with the new quantity and Valid From is the date of quantity change.
- C. Update the quantity in the affected BOM relation object record between the BOM and the affected component with the new quantity, and update in this record the start date Valid From with the date of quantity change.

Answer: B

Explanation:
In Salesforce Consumer Goods Cloud TPM, Bill of Materials (BOM) or "Shippers" are handled through a relation object (often the Product Bill of Material or similar junction object) that links the parent BOM product to its component products. To maintain historical accuracy for past promotions while accommodating future changes (Slowly Changing Dimensions), you should not simply overwrite the existing record. Instead, the best practice is to "expire" the current relationship by setting the Valid Thru date to the day before the change. Then, create a new BOM relation record with the new quantity and a Valid From date starting on the day of the change. This ensures that calculations for historical promotions use the old quantity, while new promotions use the new quantity.

NEW QUESTION # 42

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

Answer: B

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 theProduct 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 # 43

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. Assign Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment KPIs on the Details page of 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. 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.

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 Subsetsare 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 PromotionScenariossubset (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, likeSimulated Lift %) to this specific subset in theKPI 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 # 44

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Customer Trade Org Hierarchy with Relationship Type Sub Account
- B. Customer Relationship with Relationship Type Sub Account
- C. Sub Account with timeframe Valid From and Valid Thru

Answer: B

Explanation:
In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like
"Hypermarkets" and "Supermarkets" which have different performance characteristics.

To model this, Salesforce utilizes theCustomer Relationshipobject. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting theRelationship Typeto"Sub Account".

This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into theCustomer Relationshipobject with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed.

This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because "Formats" are often virtual or logical groupings that exist across standard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to- many relationships without disrupting the primary sales organization tree.

NEW QUESTION # 45

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