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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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Salesforce Certified Sales Cloud Consultant Sample Questions (Q60-Q65):

NEW QUESTION # 60

The consultant at Cloud Kicks has successfully implemented Einstein Lead Scoring. The VP of sales wants to see the effectiveness of this new functionality.

What should the consultant do to fulfill this request?

- A. Add the Einstein prediction column to the forecast list view.
- **B. Add a standard dashboard for Sales Cloud Einstein.**
- C. Create a custom report type for Sales Cloud Einstein records.

Answer: B

Explanation:

To demonstrate the effectiveness of Einstein Lead Scoring, using the standard dashboard for Sales Cloud Einstein is ideal. Salesforce provides pre-configured Einstein dashboards that visualize the impact of AI- driven insights, including lead scoring metrics. These dashboards present data such as lead conversion likelihood and lead score distributions, allowing the VP of Sales to monitor how well the leads are being scored and prioritized by Einstein. This dashboard provides real-time insights without requiring custom report types, making it a straightforward solution for tracking the effectiveness of this functionality within Sales Cloud

NEW QUESTION # 61

Cloud Kicks wants to send an email notification to the VP of sales whenever any opportunity with an amount of \$100,000 or more reaches a probability of 75% or more.

Which solution should the consultant recommend?

- A. Change the stage on the opportunity.
- B. Create a Lightning Email Template for the opportunity.
- **C. Configure a flow with an email alert for the opportunity.**

Answer: C

Explanation:

Using Salesforce Flow to configure an email alert is an effective solution to send notifications based on specific criteria, such as when an opportunity's amount is \$100,000 or more and its probability reaches 75% or higher. In this case, a flow can monitor these conditions and trigger an email alert to notify the VP of Sales.

This approach provides flexibility and ensures that notifications are sent in real-time when opportunities meet the specified conditions. For guidance on setting up email alerts with Salesforce Flow, see: Salesforce Flow Email Alerts.

NEW QUESTION # 62

Sales reps at Universal Containers receive leads that are generated from various channels. Lead quality varies greatly. Sales managers want the sales reps to focus on the leads most likely to result in a sale.

What should the consultant recommend to meet this requirement?

- A. Implement lead assignment rules.
- B. Create list views to filter on each lead source.
- **C. Implement a lead scoring strategy.**

Answer: C

Explanation:

A lead scoring strategy helps prioritize leads based on their likelihood of conversion, allowing sales reps to focus on high-quality leads that are more likely to result in sales. Salesforce provides tools such as Einstein Lead Scoring, which can automate this process using AI to analyze lead attributes and behaviors, giving each lead a score that reflects its quality. This strategy supports sales managers' goals of improving focus and efficiency in handling leads from various sources.

NEW QUESTION # 63

Sales stages are shared between sales methodologies at Cloud Kicks. There are three product lines with unique sales

methodologies. A few sales stages overlap between the three product lines.
What should the consultant do?

- **A. Create three sales processes.**
- B. Create three opportunity stages.
- C. Create three account teams.

Answer: A

Explanation:

In Salesforce, when there are multiple sales methodologies that utilize different sales stages, it is best practice to create separate sales processes for each methodology. Since Cloud Kicks has three distinct product lines with unique sales methodologies and some overlapping sales stages, creating three separate sales processes allows each product line to have a tailored approach. Each sales process can be customized to include only the relevant sales stages for that methodology, ensuring clarity for sales reps and proper reporting for each product line.

For more on setting up sales processes, refer to Salesforce documentation: Sales Process Creation and Management.

Cloud Kicks has three product lines, each with unique sales methodologies, but some sales stages overlap between them. To accommodate this, the consultant should create three sales processes.

Key Points:

* Sales Processes in Salesforce:

* A sales process in Salesforce defines the stages that are available for opportunities in a particular sales methodology.

* By creating multiple sales processes, each can have a tailored set of stages relevant to the specific product line.

* Shared Sales Stages:

* Since some stages overlap, these can be included in multiple sales processes.

* This approach avoids redundancy by reusing common stages across different processes.

* Opportunity Record Types:

* Each sales process can be associated with an opportunity record type.

* Record types allow different page layouts and picklist values, enabling customization for each product line.

* Benefits:

* Provides clarity for sales reps by showing only relevant stages for each product line.

* Enhances reporting and forecasting accuracy by aligning stages with specific sales methodologies.

Why Other Options Are Less Suitable:

* A. Create three account teams:

* Account teams are used to define groups of users working on an account. They are not related to defining sales stages or processes.

* B. Create three opportunity stages:

* Creating only three opportunity stages would not accommodate the unique sales methodologies or overlapping stages. It oversimplifies the requirement.

Salesforce Sales Cloud References:

* Defining Sales Processes: Salesforce Help - Define Sales Processes

* Opportunity Record Types and Sales Processes: Salesforce Help - Customize Opportunity Stages

* "You can create different sales processes that include some or all of the picklist values for the Stage field."

* Benefits of Multiple Sales Processes:

* Allows customization of the sales cycle for different products or business lines.

* Improves user experience by simplifying the picklist options relevant to each process.

By creating three sales processes, Cloud Kicks can effectively manage unique sales methodologies for each product line while accommodating overlapping sales stages.

NEW QUESTION # 64

A consultant has conducted discovery sessions with Cloud Kicks stakeholders and is ready to begin gathering use cases for deal processes.

Which group should provide content for the use cases?

- A. Finance team
- B. Leadership team
- **C. Business development team**

Answer: C

Explanation:

The business development team is typically involved directly with deal processes, as they are responsible for prospecting and managing new business opportunities. They have first-hand insights into the workflows, challenges, and interactions that are part of the sales process. Gathering use cases from the business development team ensures that the implemented solution will address the actual needs and scenarios encountered during sales activities.

According to Salesforce's best practices, involving the business development team helps align the solution with real-world practices and provides actionable insights to build effective deal processes.

NEW QUESTION # 65

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