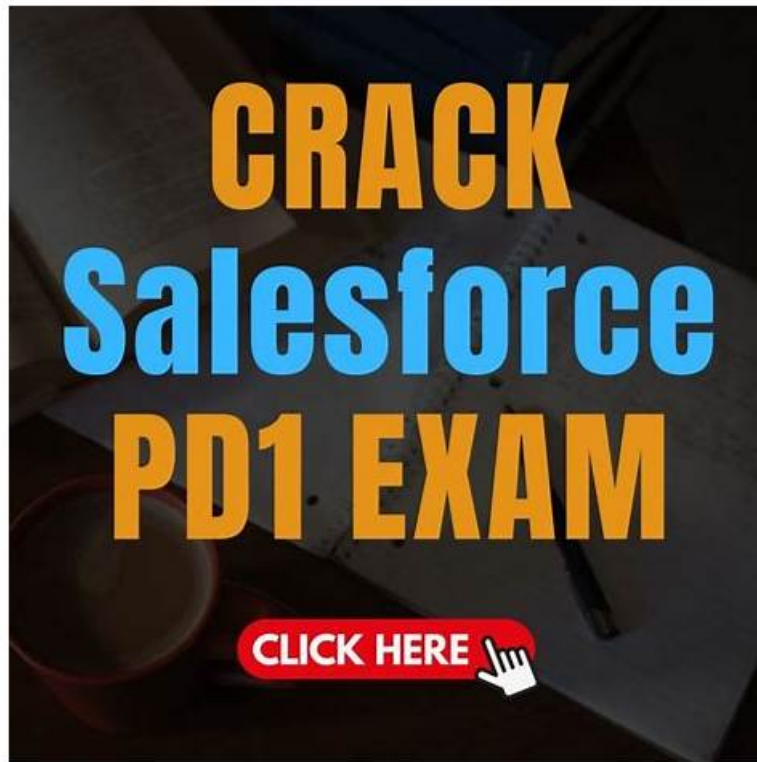


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Salesforce Certified Sales Cloud Consultant Sample Questions (Q41-Q46):

NEW QUESTION # 41

Universal Containers (UC) has acquired another company that uses Sales Cloud and is migrating its legacy data, email alerts, and approval processes.

Which steps should the consultant perform to maintain data integrity?

- A. Use the Sales Cloud clone feature to migrate email alerts and approval processes into UC's Sales Cloud org.
- B. Merge data from the existing Sales Cloud org into UC's Sales Cloud org, migrate email alerts, approval processes, and then users.
- **C. Insert users and migrate email alerts and approval processes into UC's Sales Cloud org.**

Answer: C

Explanation:

When migrating data and processes from one Salesforce org to another, it is essential first to set up users so they can be associated with records, email alerts, and approval processes. By initially inserting users into the new Sales Cloud org, Universal Containers can ensure that email alerts and approval processes retain their correct associations with users. This step-by-step approach preserves data integrity by aligning users with their respective records and workflow components.

For more on migrating Salesforce data and processes, see: [Salesforce Data Migration Best Practices](#).

NEW QUESTION # 42

Cloud Kicks has purchased a list of prospects and wants sales reps to contact and measure the return on investment (ROI) of the purchased list.

Which solution should the consultant recommend?

- **A. Import the list as new Leads and map the Campaign during import.**
- B. Import the list as new Leads and update the Lead Source to "Purchased Lead".
- C. Import the prospects as Contacts and assign them to Accounts.

Answer: A

Explanation:

To measure the ROI of a purchased prospect list, importing the list as new Leads and mapping the Campaign during import is recommended. Here's why:

* **Campaign Attribution:** By associating the leads with a specific campaign, CK can easily track ROI by monitoring campaign-related metrics such as conversions, sales, and revenue directly attributable to the purchased list.

* **Lead Tracking and Management:** Importing as Leads allows for centralized tracking of all new prospects, enabling sales reps to follow up and progress leads through the sales funnel. Associating these leads with a campaign helps assess the effectiveness of the purchased list.

* **Salesforce Best Practices:** Salesforce recommends using Campaigns to track marketing initiatives and their ROI. By mapping leads to a campaign, CK can leverage standard Salesforce campaign reporting to assess effectiveness and ROI.

* **References:** Salesforce's documentation on Leads and Campaign Management provides details on importing leads and associating them with campaigns for ROI tracking.

In summary, importing the list as new Leads and mapping the Campaign during import (Option C) allows Cloud Kicks to effectively track and measure the ROI of the purchased list.

NEW QUESTION # 43

Cloud Kicks (CK) has organization-wide defaults set to Public Read-Only for Opportunity. One of the Account Team roles at CK is Executive Sponsor. Account Team members with the Executive Sponsor role need Read/Write access to all child Opportunities. How should the consultant meet the requirement?

- A. Create a flow to grant Read/Write access to Opportunities.
- B. Create an Account sharing rule to grant Read/Write access to Opportunities.
- **C. Create an Opportunity sharing rule to grant Read/Write access to Opportunities.**

Answer: C

Explanation:

In Salesforce, organization-wide defaults (OWD) for the Opportunity object can be set to Public Read Only, meaning all users can view Opportunities, but only the record owner and users above them in the role hierarchy have edit access. When OWD is set to Public Read Only, additional access can be granted using sharing rules.

For Cloud Kicks, the Account Team role of Executive Sponsor requires Read/Write access to Opportunities associated with the Accounts they sponsor. Since the OWD is set to Public Read Only, the most effective method to grant this access is through an Opportunity sharing rule. Sharing rules in Salesforce are specifically designed to extend access to users in roles, groups, or territories without altering the OWD settings. By creating an Opportunity sharing rule, Cloud Kicks can ensure that all Account Team members with the Executive Sponsor role gain Read/Write access to related Opportunities, regardless of ownership.

An Account sharing rule would not work in this scenario because sharing rules for Accounts do not automatically extend to related Opportunities when OWD for Opportunities is Public Read Only.

Additionally, creating a flow would not be as efficient or straightforward as using a sharing rule, which is Salesforce's recommended approach for managing access based on roles and relationships like Account Team roles

NEW QUESTION # 44

A consultant has successfully deployed Sales Cloud at Cloud Kicks.

What is the final step in completing an engagement?

- A. Validate the implementation.
- B. Activate users in the system.
- C. Obtain stakeholder sign-off.

Answer: C

Explanation:

The final step in a Salesforce Sales Cloud implementation engagement is to obtain stakeholder sign-off. This step is essential as it signifies formal acceptance from the client that the implementation meets the agreed-upon requirements and project objectives.

Sign-off indicates that stakeholders are satisfied with the deployment and that the project is ready for closure.

Activating users and validating the implementation are important tasks but occur earlier in the deployment process. Obtaining sign-off ensures all project deliverables have been met and that the consultant can officially conclude the engagement.

Salesforce Documentation References:

* Project Closeout and Sign-off

* Implementation Engagement Checklist

NEW QUESTION # 45

Universal Containers recently implemented Sales Cloud. Stakeholders want insights into how logging interactions with customers impacts the number of won sales deals.

Which report should the consultant create to meet the requirement?

- A. Closed Won Opportunities by Account
- B. Closed Won Opportunities by the sales team
- C. Closed Won Opportunities with Activities

Answer: C

Explanation:

To understand the impact of logging interactions on won sales deals, a report that includes "Closed Won Opportunities with Activities" would be most appropriate. This report type allows for insights into how recorded activities (such as calls, emails, and meetings) correlate with opportunities that resulted in closed won deals. By analyzing this data, Universal Containers can identify patterns or trends related to customer interactions and their effect on successful sales outcomes.

For additional details, refer to Salesforce's documentation on Reporting on Activities and Opportunities.

NEW QUESTION # 46

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