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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q41-Q46):

NEW QUESTION # 41

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

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 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 # 42

What is the recommended way to create fixed funds in Consumer Goods Cloud TPM?

- A. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.
- **B. Create a fund template first, and then use the template to create funds.**
- C. Skip the optional fund template creation step, and directly input fixed funds.

Answer: B

Explanation:

In Consumer Goods Cloud TPM, Templates are the foundational architectural element for creating executable records, including Funds, Promotions, and Tactics. You cannot create a valid Fund record without it being based on a Fund Template. The template defines the rules, anchors (e.g., Customer, Org), and characteristics of the fund. Therefore, the recommended and mandatory workflow is to configure the Fund Template first, and then instantiate the specific Fixed Funds using that template.

NEW QUESTION # 43

A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.

Which considerations should the company factor in?

- A. User personas, business units, survey results, change management
- B. User personas, business milestones, service level agreements, change management

- C. User personas, business units, business milestones, change management

Answer: C

Explanation:

A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a

"People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:

* User Personas: You must understand who is using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the KAMs before adding Finance users.

* Business Units: Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.

* Business Milestones: You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.

* Change Management: TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.

Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan.

NEW QUESTION # 44

Which setting does a consultant need to activate to ensure that every time a claim is set to submitted for approval, an automated process checks if at least one fund is linked to the claim?

- A. The Requires Funds setting on the claim template
- B. The Enable Tactic Auto Fund Assignment on the sales org
- C. The Requires Funds setting on the approval process

Answer: A

Explanation:

Claims Management involves validating that a deduction or invoice is valid before paying it. A critical validation rule is ensuring that the money is coming from somewhere—i.e., a Fund.

This validation logic is controlled by the Claim Template. The Claim Template acts as the blueprint for the claim document. It contains a specific checkbox or setting called "Requires Funds" (Option C).

* When this is enabled, the system enforces a hard validation: a user cannot change the status to

"Submitted" (or advance the workflow) unless a Fund record is associated with the Claim.

* Option A ("Auto Fund Assignment") is an automation feature to find a fund, not a validation rule to check for one.

* Option B is incorrect because Approval Processes trigger after submission logic; the validation typically happens on the record state transition controlled by the template.

NEW QUESTION # 45

A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.

How should the consultant design this?

- A. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.
- B. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.
- C. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.

Answer: C

Explanation:

To meet the requirement of showing "Promotion Total" values (aggregated scalars like Total ROI, Total Spend, or Total Uplift) rather than a time-series grid, the consultant should utilize the Scorecard component of the Real-Time Reporting (RTR) module.

* Scorecard RTR: This UI component is specifically designed to display single, high-level summary metrics (KPIs) in a card format. It is ideal for "at a glance" impact analysis.

- * Configuration: The process involves:
- * Flagging the necessary KPIs (e.g., Total Volume, ROI) as "Report Relevant" in the KPI Set configuration so they are exposed to the reporting layer.
- * Adding these KPIs to the RTR Configuration JSON.
- * Embedding this specific Scorecard component on the Promotion Record Page in Lightning App Builder.
- * Why not Flatlist? A Flatlist (Option B) is typically used for tabular, time-phased data (e.g., a grid showing Volume Week 1, Week 2, Week 3). For a "Total Level" summary, a Flatlist is the wrong visualization tool.

NEW QUESTION # 46

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