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Salesforce Certified Sales Cloud Consultant Sample Questions (Q55-Q60):

NEW QUESTION # 55

After creating a brand new sneaker Product object record for Cloud Kicks, the admin is unable to add this product to Price Books. How should the consultant resolve the issue?

- A. Edit the sharing settings of the Product object.
- B. Set a standard active price.
- C. Add the product to a price schedule.

Answer: B

Explanation:

In Salesforce, a product must have an active standard price defined before it can be added to any price book.

Without this, the product will not be available for selection within price books, which explains why the admin at Cloud Kicks is unable to add the new product.

* Activating Product for Price Books: By setting a standard active price, the product becomes eligible for inclusion in price books, allowing it to be sold and associated with opportunities.

* Ensuring Products are Ready for Sales: The standard active price acts as a baseline, ensuring that all products have a minimum price defined before they can be added to custom price books.

Option A (adding to a price schedule) is unrelated to price book eligibility, and Option B (editing sharing settings) pertains to access control, not price activation. For additional information, see Salesforce Product and Price Book Management.

NEW QUESTION # 56

Universal Containers (UC) hired a consulting company to implement Sales Cloud. This will be the third CRM application UC has used in the past years. Employees have failed to adopt the previous two applications.

Which step should be part of UC's plan to help drive adoption of Sales Cloud?

- A. Identify change management champions.
- B. Revoke user access to legacy systems.
- C. Implement User Acceptance Testing (UAT).

Answer: A

Explanation:

To drive adoption effectively, identifying change management champions is essential. Here's why:

* Role of Champions in Adoption: Change management champions are influential users who advocate for Salesforce within the organization. They help other employees adapt to the new system and can address resistance by sharing their positive experiences.

* Previous Adoption Challenges: Since UC has faced adoption issues with previous CRM implementations, champions can help by providing peer support, which has been proven to increase user buy-in and adoption rates.

* Salesforce Best Practices: Salesforce emphasizes the importance of change champions in its adoption and change management practices. Champions facilitate smoother transitions by offering training and support that resonates with end-users.

* References: Salesforce resources on Change Management highlight the role of champions in driving successful user adoption and overcoming resistance to new systems.

In summary, identifying change management champions (Option A) is a key step in promoting successful adoption of Sales Cloud at Universal Containers.

NEW QUESTION # 57

It is challenging for the sales operations team to provide Universal Containers with accurate and insightful reports due to the poor quality and high volume of Account, Contact, and Lead data. As the team performs data cleansing, productivity has been impacted, leading to inefficiency and low adoption.

What should the consultant do first?

- A. Use Duplicate Rules to identify and report data quality issues.
- B. Create a data management plan and a data quality dashboard.
- C. Install and configure a data cleansing app from AppExchange.

Answer: B

Explanation:

Before implementing specific tools or features like data cleansing apps, the best practice is to first establish a data management plan along with a data quality dashboard. This approach will help Universal Containers define standards for data accuracy, completeness, and consistency. A well-crafted data management plan allows the sales operations team to outline procedures for data maintenance, cleansing, and regular audits.

Additionally, creating a data quality dashboard will provide visibility into key data metrics, enabling the team to track and address issues proactively. This structured approach lays a foundation for ongoing data quality improvements and supports user adoption by reducing inefficiencies and maintaining data integrity across high volumes of records.

NEW QUESTION # 58

Cloud Kicks (CK) recently completed the first phase of its Sales Cloud implementation. In the next phase, one factor that consultants are considering is whether any of CK's 500 sales agents are using a mobile device or a browser to access Salesforce. What should the consultants do to efficiently analyze how users are logging in to Salesforce?

- A. Create a custom report on the User object.
- B. Review the login history on the user record.
- C. **Create a User report and filter by Login Subtype.**

Answer: C

Explanation:

To efficiently analyze login patterns of Cloud Kicks' sales agents, consultants can create a User report and filter by Login Subtype. This filter provides details on the specific method of login, such as mobile or browser, enabling a quick and precise understanding of how agents are accessing Salesforce. This approach allows for easy tracking and analysis without the need to review individual user records manually, streamlining the assessment of login behaviors across a large user base like CK's 500 sales agents.

NEW QUESTION # 59

Annual sales numbers change depending on renewal periods and new products. Sales managers at Universal Containers (UC) want to emphasize the importance of customer retention when prioritizing the pipeline and customer engagement for the sales team.

Which metric should the consultant recommend to help UC emphasize the importance of customer retention to the overall business strategy?

- A. **Customer Lifetime Value (CLV)**
- B. Annual Contract Value (ACV)
- C. Total Pipeline Value

Answer: A

Explanation:

Customer Lifetime Value (CLV) measures the total value a customer brings over the entire duration of their relationship with the company. Emphasizing CLV helps sales teams focus on customer retention and long-term relationship value, which aligns with Universal Containers' goal of prioritizing customer retention. By tracking CLV, sales managers can guide reps to prioritize engagement with high-value customers to boost long-term revenue.

Annual Contract Value (ACV) and Total Pipeline Value focus more on short-term gains, which might not align as directly with customer retention and long-term strategy.

Salesforce Documentation References:

- * Customer Lifetime Value in Salesforce
- * Using Metrics to Drive Retention

NEW QUESTION # 60

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