

Salesforce Sales-Con-201資格受験料、Sales-Con-201資格練習



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Salesforce Certified Sales Cloud Consultant 認定 Sales-Con-201 試験問題 (Q12-Q17):

質問 # 12

It is a priority at Cloud Kicks to implement logic and automation to qualify top leads. The company has captured significant data points on converted leads and won opportunities.

What should the consultant do first to ensure a best practices implementation?

- A. Identify a recommended base Lead score, evaluate the results, and adjust the score accordingly.
- B. Review converted lead data with sales and marketing to understand the interaction patterns that led to conversion.
- C. Configure a qualification screen flow to help sales reps quickly determine which leads are most important.

正解: B

解説:

To implement an effective lead qualification process, it is essential to first analyze historical data on converted leads and won opportunities. Collaborating with sales and marketing teams to understand patterns and interactions that drove successful conversions provides valuable insights into what constitutes a high-quality lead. This information can then inform the design of scoring models or qualification criteria, ensuring that the automation aligns with real-world success factors. For guidance on lead qualification best practices, see: Lead Management Best Practices.

質問 # 13

Cloud Kicks has 300,000 account records and 16 million invoices in a custom object with a master-detail relationship to the Account. End users have stated that each account record takes a long time to display.

What should the consultant do to reduce the amount of time it takes to load pages and increase adoption?

- A. Enable indexing on all visible fields on the Invoice related list and create a training plan for the users.
- B. Convert the Invoice master-detail into a lookup relationship and tell the users it is a required field.
- C. Move the invoice related list to a separate tab on the record page and communicate the change to users.

正解: C

解説:

With Cloud Kicks having a large number of Account records and a substantial volume of Invoice records linked via a master-detail relationship, page load performance can be affected when a large related list is displayed. Moving the Invoice related list to a separate tab on the Account record page can help alleviate this issue by reducing the initial data load required when viewing the Account record.

* Optimizing Page Layouts for Performance: By placing the related list on a separate tab, Salesforce loads the tab's contents only when accessed, rather than at the initial page load. This can significantly improve page performance, especially with large data volumes.

* User Experience and Adoption: Communicating this change ensures that users understand where to find the Invoice information while benefiting from faster page load times.

Option A (converting to a lookup relationship) could alter the data model and existing functionality, and Option C (indexing) may not address initial page load performance directly. Salesforce recommends using custom page layouts and tabs to manage large related lists as part of performance optimization best practices, detailed in Salesforce Large Data Volume Considerations.

質問 # 14

Cloud Kicks manages prospects for lead generation in a marketing application.

To ensure data quality, which prospects should the consultant migrate from the marketing application to lead records?

- A. Qualified prospects
- B. Contacted prospects
- C. All prospects

正解: A

解説:

To ensure data quality, only qualified prospects should be migrated from the marketing application to Salesforce as lead records. This approach reduces clutter and ensures that only leads with a higher potential for conversion are brought into Sales Cloud, aligning with Salesforce best practices for lead management.

Qualified prospects typically meet predefined criteria that make them more likely to convert, thereby supporting sales efficiency and data integrity.

質問 # 15

Cloud Kicks wants to release product enhancements effectively to drive user adoption and have the greatest impact on the organization and users' day-to-day functions.

Which step should the consultant recommend to successfully manage changes and releases initiated by Salesforce?

- A. Train end users after deployment.
- B. Prioritize executive requests.

- C. Collect input from stakeholders.

正解: A

解説:

To effectively manage changes and releases in Salesforce, particularly when focusing on user adoption and maximizing impact, it is critical to involve stakeholders from the start. Collecting input from stakeholders ensures that the enhancements align with the actual needs and workflows of those who will be using the system daily. Here's why this approach is recommended:

* Stakeholder Engagement: Engaging stakeholders early in the process helps to gather a comprehensive understanding of the business requirements and pain points. This collaboration ensures that the enhancements are relevant and beneficial, which increases the likelihood of user adoption.

* User-Centric Development: Salesforce emphasizes a user-centric approach in its change management practices. By collecting input from stakeholders, Cloud Kicks can tailor the enhancements to be more impactful for end users, which is essential for driving adoption and improving overall user experience.

* Change Management Best Practices: According to Salesforce best practices, successful change management includes planning for change with stakeholder input, addressing user concerns, and creating a roadmap that reflects the priorities of both end-users and executives. This step lays the groundwork for smooth deployment and effective training.

* References: Salesforce's documentation on Change and Release Management in Sales Cloud provides guidance on involving stakeholders to better understand how changes will impact various user roles. You can find additional guidance in the Salesforce Success Community and the Salesforce Trailhead module on Change Management.

In summary, collecting input from stakeholders (Option A) is the initial and essential step in Salesforce's recommended change management process, ensuring that product enhancements are aligned with user needs and drive effective adoption.

質問 # 16

The sales director at Cloud Kicks wants to prevent users from viewing each other's Opportunities but wants them to check to see that the Account already exists prior to creating a new Account.

Which organization-wide default should the consultant recommend?

- A. Set Account to Public Read Only and set Opportunity to Private.
- B. Set Account and Opportunity to Public Read Only.
- C. Set Account to Public Read Only and use & criteria-based sharing rule on Opportunity.

正解: A

質問 # 17

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Sales-Con-201資格練習: <https://www.mogixam.com/Sales-Con-201-exam.html>

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