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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q57-Q62):

NEW QUESTION # 57

A system administrator at Northern Trail Outfitters onboarded some new customers in the TPM org and created a new key performance indicator (KPI) set to do scenario planning for newly added customers. The system administrator configured the new KPI set in the promotion template and created new promotions using the same template. The system administrator also created new fields on the promotion and KPI maps to link the field on promotion with the KPIs stored in Consumer Goods Cloud Processing

Service.

For which objects should the system administrator run Ad-Hoc Sync to see the scenario planning results immediately?

- A. Account, Promotion Template, Customer Extension
- B. KPI Map, Promotion Template, Customer Extension
- C. KPI Map, Promotion Template, Promotion

Answer: C

Explanation:

The Ad-Hoc Sync feature in Consumer Goods Cloud is a critical administrative tool used to push metadata and configuration changes to the Processing Service immediately, bypassing the standard nightly batch windows. This is essential during setup or debugging (like scenario planning configuration) to verify results instantly.

To determine which objects need syncing, analyze what was changed:

* New Fields & Linking: The admin created fields and updated the KPI Map. The KPI Map tells the engine how to read/write data from Salesforce fields into the calculation grid. If this isn't synced, the engine won't know the new fields exist.

* Configuration: The Promotion Template was modified to include the new KPI Set. The template is the blueprint; the engine needs this new blueprint to know which KPIs to display and calculate.

* Transactional Data: Promotions were created using this template. For the scenario planning to work on these specific records, the promotion instances themselves must be recognized by the processing layer.

While "Customer Extension" (Option B/C) is important for account-level attributes, the scenario specifically highlights changes to the KPI definition, Template structure, and the Promotions themselves. Therefore, the set

{KPI Map, Promotion Template, Promotion} represents the specific metadata chain that must be refreshed for the calculation engine to correctly process the new scenario planning logic.

NEW QUESTION # 58

Cloud Kicks (CK) has decided to extend its existing Salesforce solution by implementing Consumer Goods Cloud TPM. CK has started a discovery workshop and, due to a multi cloud solution, wants to have specific security requirements to limit users' access to certain customers and products. Customer and product accessibility should be set by selecting specific combinations of elements, and also by using the customer and product hierarchy.

How should a consultant meet these requirements?

- A. Leverage Consumer Goods Cloud TPM's standard security to manage the edit and access rights in the User settings for individual users based on the accounts and product categories for which they are responsible.
- B. Leverage Consumer Goods Cloud TPM's permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.
- C. Leverage Salesforce Platform's standard security, which will derive the access to customer and promotional plans without the need to provide access to an individual customer at the Account and Product category levels.

Answer: A

Explanation:

Security in Consumer Goods Cloud TPM operates on two layers: the standard Salesforce record access (Sharing Rules) and the application-specific TPM User Settings.

For the complex requirement of "selecting specific combinations of elements" (e.g., User A handles 'Beverages' for 'Walmart' but only 'Snacks' for 'Target'), standard Salesforce Sharing Rules are often too blunt or require excessive maintenance. TPM addresses this via User Settings.

In the TPM application configuration, you can define Managed Accounts and Managed Products for each user or user profile. This acts as a filter for the Planning Grid (P&L view). When a Key Account Manager (KAM) logs in, the system checks these User Settings to determine which part of the massive Product x Customer hierarchy to load into their view. This ensures they only see and plan for the specific intersection of Customers and Categories they are responsible for. Option A correctly identifies this mechanism ("User settings") as the standard and intended way to handle this granular, matrix-based responsibility assignment within the TPM module, rather than relying solely on broad Platform security or Permission Sets.

NEW QUESTION # 59

Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.

What should a consultant do to get an accurate, immediate view of promotions?

- A. Create real-time reporting (RTR) and add dimensions.
- B. Utilize a third-party AppExchange tool to run analysis.
- C. Export promotion data directly from the Promotion object.

Answer: A

NEW QUESTION # 60

Key account managers (KAMs) want to use existing promotions as a blueprint and run the same pattern at a future date with the same customer. To reduce the number of clicks, the TPM consultant must ensure that the application presets the products and tactics from the source promotion.

Which settings should the TPM consultant configure?

- A. Mark the promotion template as derivable, set up a child promotion relationship with the promotion template, and configure Usage Derive and Copied Components Tactics; Products
- B. Mark the promotion template as copyable, set up a child promotion relationship with the promotion template, and configure Usage Copy and Copied Components Tactics; Products
- C. Mark the promotion template as pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products

Answer: A

Explanation:

In Consumer Goods Cloud TPM, the concept of a "Blueprint" or "Pattern" promotion is handled through Derivation. This is distinct from a simple "Copy/Paste." A "Derivable" promotion acts as a parent or master template. To implement this:

* Mark as Derivable: The specific Promotion Template must be flagged as Derivable.

* Child Relationship: You must define the relationship that allows a new promotion to be spawned from this template.

* Usage Derive: The configuration setting Usage: Derive tells the system that this logic applies when deriving a child promotion, not just copying one.

* Copied Components: This is the most critical part for the user's requirement ("presets the products and tactics"). The consultant must explicitly select Tactics and Products in the Copied Components configuration.

If these components are not selected, the new promotion will be created with the correct dates and header info, but it will be empty (no products, no tactics). By configuring Derive with Copied Components, the system duplicates the entire structure of the blueprint, allowing the KAM to simply adjust the dates or uplift numbers, significantly reducing click count and ensuring consistency with the "Blueprint" strategy.

NEW QUESTION # 61

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

Answer: A

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 # 62

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