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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q31-Q36):

NEW QUESTION # 31

Cloud Kicks recently implemented a Consumer Goods Cloud TPM solution and key account managers (KAMs) are now using the TPM system. During the strategic planning, once the revenue targets are finalized, funds are allocated for an account. A KAM takes the first look at the account plan. After analyzing the account's products and related key performance indicators (KPIs) at the account, product group, and product levels, the KAM identified the gap between the baseline volumes and the target sales volume. How should a consultant recommend filling the identified gap without creating incremental volume?

- A. Plan the sellable promotions in the TPM system and view the increased volume resulting from the promotions. Analyze how effective promotions are and whether they are likely to hit the target volume.
- B. Edit and change the adjustment KPIs in the account plan and look at these changes in the account plan view in order to analyze promotion effectiveness for target volume.
- C. Anticipate changes to some adjustment KPIs. Adjust the KPIs in a Customer Business Plan and look at these changes in the account plan view to analyze promotion effectiveness for target volume.

Answer: B

Explanation:
This scenario describes Gap Planning, a critical part of the Account Planning process (Customer Business Plan or CBP). The KAM has a "Target" (Goal) and a "Baseline" (Forecast). The difference is the "Gap." The constraint in the question is key:"without creating incremental volume."
* Incremental Volumeis generated byPromotions(Tactics like price cuts or displays). Therefore, Option C (Plan sellable promotions) is incorrect because that is explicitly about driving incremental volume.
If the KAM needs to close the gapwithoutrunning new promotions, they must adjust theBaselineorBase Forecastassumptions. For example, they might believe the market will grow organically, or a new product listing will drive steady sales. In Consumer Goods Cloud TPM, this is done usingAdjustment KPIsdirectly within the Account Plan (CBP) view. By editing these adjustment fields (e.g., "Baseline Adjustment" or
"Manual Forecast Override"), the KAM effectively modifies the "Base" volume prediction to match the
"Target," thereby closing the gap in the plan. Option A correctly identifies this direct manipulation of the Account Plan KPIs as the method to align forecasts without resorting to trade activity.

NEW QUESTION # 32
During a design session, a client has informed a consultant that base volumes for a group of planning level accounts is available only at the Sub Account level.
How should the consultant design this for planning accounts that rely on Sub Account data?

- A. Create a promotion template with Sub Account functionality enabled and enable Consider Sub Accounts functionality in the key performance indicator (KPI) definition to read volumes.
- B. Create a Customer Set and create a promotion template with Sub Account functionality.
- C. Select Sub Accounts on the Account P&L and select calculation mode as Sub Account Aggregation on the promotion template.

Answer: C

Explanation:
This scenario addresses a common data granularity mismatch: the Planning is done at the Parent (Anchor) level, but the Data (Base Volumes) resides at the Child (Sub Account) level.
To bridge this gap, thePromotion TemplateandAccount P&Lmust be configured forAggregation.
* Select Sub Accounts on Account P&L:The Key Account Manager must essentially "opt-in" the relevant sub-accounts into the view. This tells the systemwhichchildren contribute to this plan.
* Calculation Mode: Sub Account Aggregation:This is the specific setting in the Promotion Template that dictates the engine's behavior. Instead of looking for a baseline volume record attached directly to the Parent Account (which doesn't exist in this scenario), the engine is instructed to look at the selected Sub Accounts, retrieve their individual baselines, andsum them up(Aggregate) to display the total at the Planning Account level.
Without this "Sub Account Aggregation" mode, the baseline at the planning level would likely show as zero because the system would default to looking for a direct match at the parent level. Option B correctly identifies the combination of UI selection (P&L) and calculation logic (Aggregation Mode) required to surface this data.

NEW QUESTION # 33
A key account manager (KAM) at Cloud Kicks wants to set up Customer Business Plans (CBPs) for a Planning Customer. The KAM wants to create a CBP for next year.

How should a consultant advise the KAM to set up the CBP?

- A. By specifying the Business Year
- B. By specifying the Date From and Date Thru
- C. By defining the Date From and number of month

Answer: A

Explanation:
Customer Business Plans (CBPs) in Consumer Goods Cloud are the high-level containers used for annual volume and financial planning. Unlike specific promotions which have granular start and end dates (e.g., "Jan 1st to Jan 14th"), a Customer Business Plan is structurally designed to cover a standard fiscal or calendar year.
The recommended and standard best practice for setting up a CBP is to link it to a Business Year. When configuring the system, the administrator defines the Calendar and Business Years (e.g., 2024, 2025) in the master data. When a Key Account Manager (KAM) creates a new plan, they select the specific Year from a dropdown menu rather than manually entering a "Date From" and "Date Thru." This approach ensures data integrity and alignment with the corporate fiscal calendar. By selecting "Business Year: 2025," the system automatically understands the exact start and end dates based on the master calendar configuration (which might be Jan 1-Dec 31, or a fiscal offset like Oct 1-Sept 30). This prevents user error, such as a KAM accidentally creating a plan that runs for 13 months or starts on the wrong day of the week. It also facilitates "Year-over-Year" reporting, as the system can easily compare "CBP 2024" vs. "CBP 2025" because they are strictly defined by the Business Year object, ensuring that targets and baselines are aggregated into the correct annual buckets.

NEW QUESTION # 34
A system administrator in Ursa Major Solar wants to load Sell through volume of a customer in data processing engine for read as a key performance indicator (KPI).
Which permission set license should a consultant recommend assigning so that the system administrator is able to load the data?

- A. Lightning Trade Promotion Management Psl
- B. CGC Processing Services Register
- C. CGC Retail and Trade Promotion Management Psl

Answer: B

Explanation:
In the Salesforce Consumer Goods Cloud (CGC) architecture, high-volume calculations and data processing for Trade Promotion Management (TPM) are handled by the Cloud Processing Service (CPS). This off-platform engine is necessary to manage the massive data grids involved in promotion planning.
When a System Administrator needs to interact directly with this engine-specifically to load, register, or sync external data sources (like "Sell through volume") so they can be read as KPIs-they require specific privileges that go beyond standard CRM access. The CGC Processing Services Register permission set license is explicitly designed for this administrative purpose.
This license grants the user the necessary API rights and access controls to manage the Data Processing Engine (DPE) definitions and trigger the synchronization jobs that hydrate the CPS with data. Without this specific license, the administrator might be able to see the TPM application screens (if they have the TPM license, Option A), but they would lack the backend permissions required to configure the data ingestion pipelines that feed the calculation engine.

NEW QUESTION # 35
Universal Containers (UC) wishes to produce a dashboard displaying basic up-to-date information regarding funds, promotions, and claims. UC wants to enable end users to modify the graphics within the report.
Which solution should a consultant recommend to meet this requirement?

- A. Salesforce Lightning Reports & Dashboards
- B. CRM Analytics Dashboards
- C. TPM Real-Time-Reports (RTR)

Answer: A

Explanation:
This question requires selecting the appropriate reporting tool based on two constraints: "basic up-to-date information" and "end users ability to modify graphics."

* Salesforce Lightning Reports & Dashboards (Option A):This is the standard, native Salesforce reporting tool. It is "live" (up-to-date) as it queries the database directly. Crucially, it is designed forself- service. A standard user (with appropriate permissions) can easily "Clone" a dashboard, change a bar chart to a donut chart, or adjust filters without needing developer skills or complex JSON configuration.

This fits the requirement for end-users modifying graphics perfectly.

* TPM Real-Time-Reports (RTR) (Option B):While RTR provides specific, high-speed P&L views for TPM, its visualization capabilities are often more rigid or technically configured (via JSON or admin setup) compared to the drag-and-drop simplicity of Lightning Dashboards. It is designed more for the

"Grid" view of a specific promotion rather than a general "Funds and Claims" dashboard.

* CRM Analytics (Option C):This is a powerful, enterprise-grade intelligence platform (formerly Einstein Analytics). While it offers superior visualization, it is generally considered a "heavy" solution.

Modifying dashboards in CRMA often requires a specialized license and a higher skill set (understanding datasets, lenses, and SAQL) than the "basic" modification requested for end users. It is typically used for deep data mining, not basic operational dashboards.

NEW QUESTION # 36

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