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AP-205 Preparation Materials and Study Guide: Consumer Goods Cloud: Trade Promotion Management Accredited Professional - FreePdfDump

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q56-Q61):

NEW QUESTION # 56

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. TPM Real-Time-Reports (RTR)
- C. CRM Analytics Dashboards

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 for self-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 # 57

A consumer goods manufacturer wants to track spending against trade promotion tactics, but does not want to manage the creation of fund records or the financial transactions between funds.

What should a consultant advise?

- A. The Funds module is optional in TPM so does not need to be implemented.
Create a single fund per sales org with an initial value representing the total amount in the fund at sales org level to act as a dummy fund record so that Spend Tracking can be used.
The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system
- B. Tracking spend requires implementation of the Fund Management module. Initial fund values can be loaded as initial transactions by dataloading into the appropriate fund records. Subsequent transactions do not need to be managed in the system. The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system
- C. The Funds module is optional in TPM so does not need to be implemented. Actual spend can still be compared to that defined in the Spend Planning card (SPC), but not against the initial or subsequent transactions used to define the available value of funds. The system will not be able to prevent overspending.

Answer: A

Explanation:

In Salesforce Consumer Goods Cloud, the Funds Management module is indeed technically optional, but it is deeply integrated into the Tactic Spend calculation logic. The system's calculation engine typically requires a "Source" to attribute spend against, even if the user does not want to do complex checkbook management (deposits, withdrawals, transfers).

Option A describes the standard workaround for this "Lightweight Funds" requirement.

* The Dummy Fund:By creating a single, high-level fund for the Sales Org, you provide the necessary technical anchor for the system to record "Spend." This satisfies the data model requirement that every tactic spend must be associated with a funding

source.

* Spend Tracking: This setup allows the manufacturer to see "Total Planned Spend" accumulating against this dummy bucket.

* Limitations: Since the client refuses to manage transactions (adding money to the fund), the system can only check overspending against the initial loaded value. It cannot support dynamic accruals or complex validations, but it fulfills the core requirement of "tracking spend" without the operational overhead of full fund management.

NEW QUESTION # 58

Northern Trail Outfitters (NTO) is utilizing Consumer Goods Cloud TPM to manage their promotional activities. NTO needs to handle promotions at retailers that are indirectly managed through distributors.

What is the recommended approach within Consumer Goods Cloud TPM to design the master data that will properly reflect the relationship between the retailer and the distributor?

- A. Create a custom junction object to manually track the interactions between retailers and distributors, allowing for custom fields and records to be maintained for reporting purposes.
- B. Leverage the Customer Relationships object to model the connections between retailers and distributors, facilitating the representation of indirect sales channels within the platform.
- C. Use the standard Accounts object to represent both retailers and distributors, adding custom lookup fields to establish and describe the indirect management relationship.

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud, the Account object is the core entity for the Trade Org Hierarchy. Best practice design principles dictate that both direct customers (Distributors/Wholesalers) and indirect customers (Retailers/Outlets) should be modeled as Accounts.

To represent the "Indirect" relationship- where a Manufacturer sells to a Distributor, who then sells to a Retailer- you should not overcomplicate the data model with custom junction objects unless absolutely necessary for many-to-many complexities that cannot be handled otherwise. For standard indirect management in TPM, the recommended approach is to use the Standard Accounts object for both parties and utilize custom lookup fields on the Retailer account to point to the Distributor.

This "Wholesaler" or "Distributor" lookup field allows the system to aggregate volume or plan promotions that target the Retailer while acknowledging the fulfillment path through the Distributor. This design keeps the architecture aligned with the Salesforce core data model and ensures compatibility with the TPM calculation engines (Processing Services), which are optimized to traverse standard Account hierarchies and attributes. Using a custom junction object (Option A) would likely require significant custom development to make the TPM engine "see" the relationship for volume roll-ups, whereas Account lookups are native and easily queryable.

NEW QUESTION # 59

Northern Trail Outfitters is at the start of a digital transformation and recently implemented Consumer Goods Cloud TPM. The key account manager (KAM) users want to have a landing page that can display different types of information, such as (but not limited to):

- * Volume vs. Target Graph
- * Deals (On Target, Above Target, Below Target) in Y/G/R
- * Brand Performance
- * Promo Performance
- * My Items Pending Approval/ My Approvals Pending

How should a consultant recommend configuring this, considering permission sets and sharing rights?

- A. Configure landing pages by using a JSON customization file and then upload it as a static resource to Salesforce with all visualizations and actions needed, and it can be provided based on the sharing rights, profiles, and permission sets.
- B. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.
- C. Configure landing pages with widgets of different visualizations and actions with awaiting approvals, daily tasks, dashboards, KPI reports, reminders where users can get access to data based on their sharing rights, profiles, and permission sets.

Answer: A

Explanation:

This question targets the specific technical configuration of the TPM Cockpit (or Home Page/Landing Page) within the Consumer Goods Cloud managed package.

Unlike standard Salesforce Lightning Home Pages which are assembled via drag-and-drop components in the App Builder, the advanced TPM Landing Page—which aggregates complex, specific widgets like "Volume vs Target" graphs, P&L summaries, and approval lists—is traditionally configured using a JSON customization file.

This JSON file defines the structure, the specific "widgets" (cards) to display, their data sources, and layout properties. Once defined, this file is uploaded as a Static Resource in Salesforce. The system then references this resource to render the dashboard for the user. This method allows for highly specific, version-controlled configurations that can be assigned to different user profiles or personas (like a KAM vs. a Sales Director).

While standard sharing rules (Option C) control data visibility, they do not control the UI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 60

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. 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.
- 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. 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.

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 Volume is generated by Promotions (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 gap without running new promotions, they must adjust the Baseline or Base Forecast assumptions. 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 using Adjustment KPIs directly 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 # 61

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