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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20

A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.

How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports that help to evaluate the success of promotional events on product level
- B. Using customized reports to help track payments and funds based on a promotion's execution
- C. Using customized reports to monitor business development of competing brands' successes

Answer: A

Explanation:

Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.

RTR supports PEA primarily by enabling the KAM to evaluate success at the Product Level (Option A).

Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.

By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

NEW QUESTION # 21

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Post Event Analysis
- B. Strategic Planning
- C. Promotion Planning

Answer: A

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase.

NEW QUESTION # 22

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. KPI Map, Promotion Template, Customer Extension
- B. Account, 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 # 23

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

Which business stakeholders should a consultant prioritize speaking with when taking a top down approach to begin their discovery process to gather these requirements?

- A. Sales managers and KAMs
- B. Sales managers and finance managers
- C. KAMs and demand planners

Answer: B

Explanation:

The key phrase in this requirement is "top down approach". This implies starting with the strategic decision-makers who determine the overall budget and its distribution, rather than the execution level.

* Finance Managers: They are the custodians of the overall trade budget. They define the financial guardrails, profit targets, and total available funds for the fiscal year.

* Sales Managers: They receive the budget from Finance and are responsible for allocating it to their respective territories and KAMs. They decide that "Region A gets \$1M" and "Region B gets \$2M." Speaking with KAMs (Option A/B) represents a bottom-up approach, as they are the recipients and users of the funds, not the allocators. Therefore, to understand the "allocation optimization" from the top, the consultant must prioritize Sales Managers and Finance Managers.

NEW QUESTION # 24

A large enterprise customer has decided to implement Consumer Goods Cloud TPM. The current landscape includes an Enterprise Resource Planning (ERP) solution that is responsible for Customer Master Data, Product Master Data, customer invoicing, and order fulfillment. The large enterprise customer needs its key account managers (KAMs) to use Consumer Goods Cloud TPM to view customers and products and manage assortments and promotions.

Which system should be the system of record going forward for customers and products?

- A. Enterprise Resource Planning
- B. Salesforce Data Cloud
- C. Consumer Goods Cloud TPM

Answer: A

Explanation:

In a standard enterprise architecture for CPG companies, the Enterprise Resource Planning (ERP) system remains the single source of truth (System of Record) for Master Data (Customers and Products).

* Role of ERP: It handles the financial and logistical execution-invoicing, shipping, and fulfillment. If the product code or customer

billing address is incorrect in the ERP, orders cannot be processed.

* Role of TPM: Consumer Goods Cloud TPM is a consumption system for this master data. It imports Customers and Products from the ERP so that KAMs can plan promotions against them.

A consultant must recommend maintaining the ERP as the system of record. Trying to master this data in Salesforce (Option B) or Data Cloud (Option A) creates synchronization risks where the "Plan" in Salesforce refers to a product that doesn't exist or is priced differently in the "Execution" system (ERP), leading to failed orders and financial discrepancies.

NEW QUESTION # 25

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