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Salesforce Certified Sales Cloud Consultant Sample Questions (Q31-Q36):

NEW QUESTION # 31

Universal Containers is analyzing data to identify gaps, and wants to know which Accounts with open Opportunities are missing Contacts.

What should a consultant recommend to build this report?

- A. Reporting snapshot
- B. Roll-up summary field
- C. Cross filter

Answer: C

Explanation:

To identify accounts with open opportunities that are missing contacts, using a cross filter in Salesforce reports is the most effective approach. Cross filters allow for filtering records based on related objects, such as showing Accounts with open Opportunities that lack associated Contacts. This method provides a clear and actionable report that highlights data gaps directly relevant to Universal Containers' analysis needs, enabling them to address these gaps more efficiently.

NEW QUESTION # 32

The Discovery phase with Cloud Kicks (CK) has just ended.

CK wants a visual way to see how the new business processes will work. CK's process is complex and requires multiple slides.

What should the consultant create to provide this high-level view?

- A. Universal Process Notation
- B. Value Stream Map
- C. Capability Model

Answer: A

Explanation:

After the Discovery phase, Cloud Kicks (CK) wants a visual representation of how the new complex business processes will work, requiring multiple slides. The consultant should create a diagram using Universal Process Notation (UPN).

Key Points:

- * Universal Process Notation (UPN): UPN is a simple, user-friendly way to map business processes. It provides a standardized method to document complex processes in a clear and understandable format.
- * Visual Representation: UPN uses simple flowcharts and diagrams to represent processes, making it easier for stakeholders to visualize and understand complex workflows.
- * Scalability: UPN is suitable for representing both high-level overviews and detailed process steps, accommodating the complexity and multiple slides required by CK.
- * Communication Tool: By presenting the processes in UPN, the consultant can effectively communicate how the new processes will function within the organization.

Why Other Options Are Less Suitable:

- * A. Value Stream Map: This method focuses on analyzing and improving the flow of materials and information required to bring a product or service to a consumer. It is more suited for process improvement rather than providing an overall visual representation of new processes.
- * C. Capability Model: A Capability Model provides a high-level view of what an organization does (its capabilities), not how processes work. It is less suitable for showing detailed or complex processes.

Salesforce Sales Cloud References:

- * Business Process Mapping: While Salesforce does not prescribe a specific notation for process mapping, it emphasizes the importance of clear and effective communication of business processes during implementation.
- * Process Visualization Tools: Salesforce partners and consultants often use various process mapping techniques, including UPN, to document and communicate business processes.
- * Change Management: Effective documentation of processes is critical for user adoption and change management, as outlined in Salesforce's Change Management Best Practices.

By creating diagrams using Universal Process Notation, the consultant can provide CK with a visual, comprehensive, and understandable representation of the new complex business processes.

NEW QUESTION # 33

Sales managers at Cloud Kicks need to visualize all open opportunities within a 10-mile radius based on the location of the related account.

Which solution should a consultant recommend?

- A. Enable Location Services and add the Account Address field to the Opportunity page layout.
- **B. Leverage Salesforce Maps to show open opportunities on a Data Layer.**
- C. Create a dashboard that uses a report grouping opportunities by account location.

Answer: B

Explanation:

Salesforce Maps is a powerful tool that allows users to visualize data geographically, which is particularly useful for field sales teams. By leveraging Salesforce Maps, Cloud Kicks can utilize the Data Layer feature to display all open opportunities within a specified radius based on the account's location.

The Data Layer functionality in Salesforce Maps enables users to plot data points, such as account addresses, and apply filters to show specific records (in this case, open opportunities). This approach provides a visual and interactive map view of opportunities within a set radius, which is ideal for sales managers who need to manage and plan field operations efficiently.

In this scenario, using Salesforce Maps offers a more comprehensive and visually engaging solution compared to other options, as it supports real-time location-based insights that are crucial for decision-making in territory management. For more information on Salesforce Maps and Data Layers, you can refer to the Salesforce documentation here: [Salesforce Maps Overview](#).

NEW QUESTION # 34

The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org.

What should the consultant do to convert a Lead into a Person Account?

- **A. Leave the Company field blank.**
- B. Create an Apex trigger on the Lead object.
- C. Enable Contact Roles.

Answer: A

Explanation:

When Person Accounts are enabled in a Salesforce organization, they allow users to represent individual customers without the need for an associated company. To convert a lead into a Person Account, the key step is to leave the "Company" field blank on the lead record. This signals Salesforce to convert the lead into a Person Account rather than a Business Account.

Here's how it works:

* Person Account Conversion Criteria: Salesforce uses the presence or absence of data in the Company field to determine whether to convert a lead into a Business Account (when Company is populated) or a Person Account (when Company is blank).

* Streamlined Process: Leaving the Company field blank during lead entry ensures that the lead is treated as an individual, resulting in a Person Account upon conversion. No additional configurations or custom triggers are needed.

* Person Account Use Cases: Person Accounts are especially useful for B2C scenarios where individual customers do not have a company affiliation, as they combine Account and Contact functionalities into a single record.

Option A (Enable Contact Roles) and Option C (Create an Apex Trigger) are not necessary for this task, as Person Account conversion can be handled directly by Salesforce's standard lead conversion logic. For more details on converting leads to Person Accounts, refer to Salesforce's Person Accounts documentation.

NEW QUESTION # 35

After a project deployment, several bugs were identified by end users and prioritized by the project team.

How should a consultant resolve these issues?

- **A. Build out the issue resolution release in a development sandbox.**
- B. Perform user acceptance testing (UAT) In a development sandbox.
- C. Build out the issue resolution release in the staging environment.

Answer: A

Explanation:

After deploying a project, end users identified several bugs, which have been prioritized by the project team. The consultant needs to resolve these issues efficiently.

* Development Sandbox:

* Purpose: A development sandbox is used for coding and testing new features or fixes in an isolated environment.

* Building Fixes: The consultant should develop the bug fixes in the development sandbox to ensure that changes do not affect the production environment.

* Best Practices:

* Isolated Testing: Developing in a sandbox allows for thorough testing without risking data integrity or system stability in production.

* Version Control: Keeps track of changes and enables rollback if necessary.

* Next Steps After Development:

* Testing: After building the fixes, perform unit testing in the development sandbox.

* Quality Assurance: Move the fixes to a QA or staging sandbox for further testing, including user acceptance testing (UAT).

* Deployment: Once validated, deploy the fixes to the production environment following change management procedures.

Salesforce Sales Cloud References:

* Sandbox Types and Uses: Salesforce Help - Sandbox Overview

* Development Lifecycle: Salesforce Developer Guide - Application Lifecycle Management

* Change Sets and Deployment: Salesforce Help - Deploy Changes Using Change Sets By building the issue resolution release in a development sandbox, the consultant ensures a controlled and efficient process for fixing bugs without impacting the live system.

NEW QUESTION # 36

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