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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q38-Q43):

NEW QUESTION # 38
Universal Containers is implementing Consumer Goods Cloud TPM and needs to onboard a new group of key account managers (KAMS).
What is the recommended approach for populating the KAMs' user data within Consumer Goods Cloud TPM?

- A. Use the Quick Start module within Consumer Goods Cloud TPM to quickly and efficiently create user records for the new group of KAMs.
- B. Upload a file to mass-create user records, assign the appropriate profile, permission sets, and user settings, and assign them to a sales org.
- C. Create a custom automation script to dynamically generate user records and assign the appropriate profiles and permission sets.

Answer: B

Explanation:
Onboarding a "new group" of users implies a bulk operation. In the Salesforce ecosystem, the standard best practice for bulk data creation is using Data Loader or the Import Wizard via File Upload (Option C).
For TPM specifically, setting up a user is not just about creating the User record. It requires:
* User Record:Name, Email, Username.
* Profile & Permission Sets:Assigning the "TPM User" license and specific permissions.
* User Settings:(Critical for TPM) Assigning the user to aSales Organd defining theirManaged Accounts/Products.
Option C correctly identifies that all these steps can be handled by preparing a data file (CSV) and uploading it to mass-create and mass-assign these records. "Quick Start" (Option A) is typically for initial org setup, not ongoing user management. Custom scripts (Option B) are unnecessary technical debt when standard tools exist.

NEW QUESTION # 39
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 permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.
- B. 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.
- C. 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.

Answer: C

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 viaUser Settings.
In the TPM application configuration, you can defineManaged AccountsandManaged Productsfor 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 # 40
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 aBusiness 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 specificYearfrom 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 # 41

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Customer Trade Org Hierarchy with Relationship Type Sub Account
- B. Sub Account with timeframe Valid From and Valid Thru
- C. Customer Relationship with Relationship Type Sub Account

Answer: C

Explanation:
In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like
"Hypermarkets" and "Supermarkets" which have different performance characteristics.
To model this, Salesforce utilizes theCustomer Relationshipobject. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting theRelationship Typeto"Sub Account".
This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into theCustomer Relationshipobject with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed. This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because
"Formats" are often virtual or logical groupings that existacrossstandard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to- many relationships without disrupting the primary sales organization tree.

NEW QUESTION # 42

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.
In which capability area should a consultant begin their discovery process to identify these requirements?

- A. Strategic Planning
- B. Promotion Planning
- C. Funds Management

Answer: C

Explanation:
The requirement specifically focuses on the allocation of promotion spend1. In the Trade Promotion Management (TPM) architecture, the mechanism for defining, accruing, and distributing budgets to specific customers is the domain of Funds Management2.
WhileStrategic Planningsets high-level targets (e.g., "Grow revenue by 10%"), it is the Funds Management module that operationalizes the financial resources required to achieve those targets. It handles the logic for:
* Fund Types:Are budgets Fixed (lump sum) or Rate-Based (accrual from sales)?
* Allocation:How is money moved from a Headquarters fund to a specific Customer fund?
* Governance:Rules on who can spend what.
Therefore, to "optimize the allocation," the consultant must first analyze the current Funds Management processes (Option C) to understand how budgets are currently constructed and assigned to KAMs.

NEW QUESTION # 43

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