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Salesforce Certified Sales Cloud Consultant Sample Questions (Q158-Q163):

NEW QUESTION # 158
Cloud Kicks (CK) requires its sales associates to record all interactions with prospects within Salesforce.
Which sales metric should a sales manager at CK use to monitor and reinforce its sales strategy?

- A. Lead Status
- B. Activity Tracking
- C. Event Monitor

Answer: B

Explanation:
To monitor and reinforce the sales strategy effectively, Activity Tracking is the most suitable sales metric.
Here's why:
* Comprehensive Interaction Logging: Activity Tracking in Salesforce captures interactions like calls, meetings, emails, and tasks related to each prospect or customer. This provides a complete view of all touchpoints and helps in assessing engagement levels.
* Sales Strategy Insights: By tracking activities, sales managers can analyze the frequency and type of interactions sales associates have with prospects. This data is crucial for ensuring that sales reps are actively engaging with prospects and following up as needed, directly supporting CK's sales strategy.
* Salesforce Best Practices: Salesforce advocates for using Activity Tracking to provide visibility into team efforts and to help sales managers coach and guide their teams based on actual interaction data.
* References: Salesforce provides guidelines on using Activities and Task Management in Sales Cloud to monitor engagement and drive sales effectiveness.
In summary, Activity Tracking (Option A) is the most relevant metric for Cloud Kicks to monitor sales interactions and reinforce its sales strategy effectively.

NEW QUESTION # 159
Cloud Kicks want to track the return on investment (ROI) of its marketing campaigns for trade shows and customer webinars.
What should the consultant recommend?

- A. Use the Primary Campaign Source field on the Opportunity object.
- B. Create a custom field on the Opportunity object to capture Campaign details.
- C. Enable Campaign Influence and add It to the Opportunity page layout.

Answer: A

Explanation:
Campaign Influence allows tracking multiple marketing campaigns that have impacted an opportunity, making it an ideal solution for measuring the ROI of marketing efforts such as trade shows and webinars. By enabling Campaign Influence, Cloud Kicks can associate opportunities with one or more campaigns, thus measuring the influence and ROI of each campaign.
* Tracking Campaign ROI: Campaign Influence enables users to see how campaigns contribute to closed deals. It allows for custom attribution models, giving flexibility in how influence is measured.
* Visibility on Opportunity Records: By adding Campaign Influence to the Opportunity page layout, sales reps can easily view which campaigns influenced an opportunity, which supports ROI analysis.
Option A (Primary Campaign Source) limits tracking to a single campaign, and Option C (creating a custom field) would not provide the multi-campaign tracking flexibility available with Campaign Influence. For more on setting up and using Campaign Influence, refer to Salesforce Campaign Influence documentation.

NEW QUESTION # 160
The admin at Cloud Kicks recently implemented Sales Cloud and needs to understand the adoption of Lightning Sales Console.
What should a consultant recommend to analyze adoption?

- A. Open the Lightning Usage App.
- B. Run the Salesforce Optimizer.

- C. Create a custom report.

Answer: A

Explanation:
The Lightning Usage App in Salesforce provides detailed insights into how users are engaging with the Lightning Experience, including specific apps like the Lightning Sales Console. It includes metrics on login frequency, page views, and device usage, which can help admins and consultants analyze user adoption and engagement effectively.
According to Salesforce documentation, the Lightning Usage App is the recommended tool for understanding how end users are interacting with Lightning Experience and other Salesforce apps. This app presents adoption data in a user-friendly interface, helping to identify trends, such as which users are frequently logging in, and which users may need additional support or training.
While tools like Salesforce Optimizer can provide insights into overall system health and recommendations for improvements, it is not specifically tailored for tracking usage metrics. Similarly, a custom report could be created, but it would require more effort and customization to replicate the comprehensive adoption data that the Lightning Usage App provides out of the box.
Salesforce Documentation References:
* Lightning Usage App Overview
* Salesforce Optimizer

NEW QUESTION # 161
The sales director at Universal Containers wants to ensure that a custom field on the Lead object is excluded from Einstein Lead Scoring.
How should the consultant meet the requirement?

- A. Remove the custom field from Lead page layouts.
- B. Omit the custom field from the Scoring Model.
- C. Clear the custom field values on Lead records.

Answer: B

Explanation:
Einstein Lead Scoring in Salesforce allows admins to customize scoring models by including or excluding specific fields that contribute to the scoring algorithm. To ensure that a particular custom field on the Lead object is excluded from the scoring model, the consultant should omit the field from the Scoring Model configuration. This ensures that Einstein Lead Scoring will not consider that field when generating lead scores, which aligns with the sales director's request to exclude it from the scoring criteria.
For more details on configuring Einstein Lead Scoring models, you can refer to the Salesforce documentation:
Einstein Lead Scoring Setup.

NEW QUESTION # 162
Cloud Kicks is restructuring its sales teams to align with its product lines. Each sales rep will focus only on the accounts they've been assigned.
Sales reps will run specific product upsell processes.
Which action should the consultant take to support a successful sales team transition?

- A. Meet with territory sales leadership to design territory assignment rules.
- B. Meet with executive sales leadership to understand the requirements for record sharing.
- C. Meet with sales reps to review products they are assigned and implement Opportunity Teams.

Answer: A

Explanation:
To support the transition to product-line-based sales teams, the consultant should meet with territory sales leadership to design territory assignment rules. Here's why:
* Territory Management: Salesforce's Territory Management functionality allows organizations to define rules that assign accounts to specific sales reps based on criteria like product lines. By meeting with leadership, the consultant can ensure that territory assignments align with CK's restructuring goals.
* Alignment with Sales Strategy: Territory assignment rules can be customized to focus sales reps on the specific accounts they are responsible for, ensuring the reps only see and work on the accounts within their designated territory.
* Salesforce Best Practices: Engaging with territory leadership ensures that territory assignment rules align with business strategies, helping facilitate a smooth transition and effective realignment of sales teams.

* References: More details can be found in Salesforce documentation on Enterprise Territory Management, which explains how to create and manage territory assignments effectively.

In summary, meeting with territory sales leadership to design territory assignment rules (Option A) will enable a successful sales team transition by aligning with Cloud Kicks' new sales structure.

NEW QUESTION # 163

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