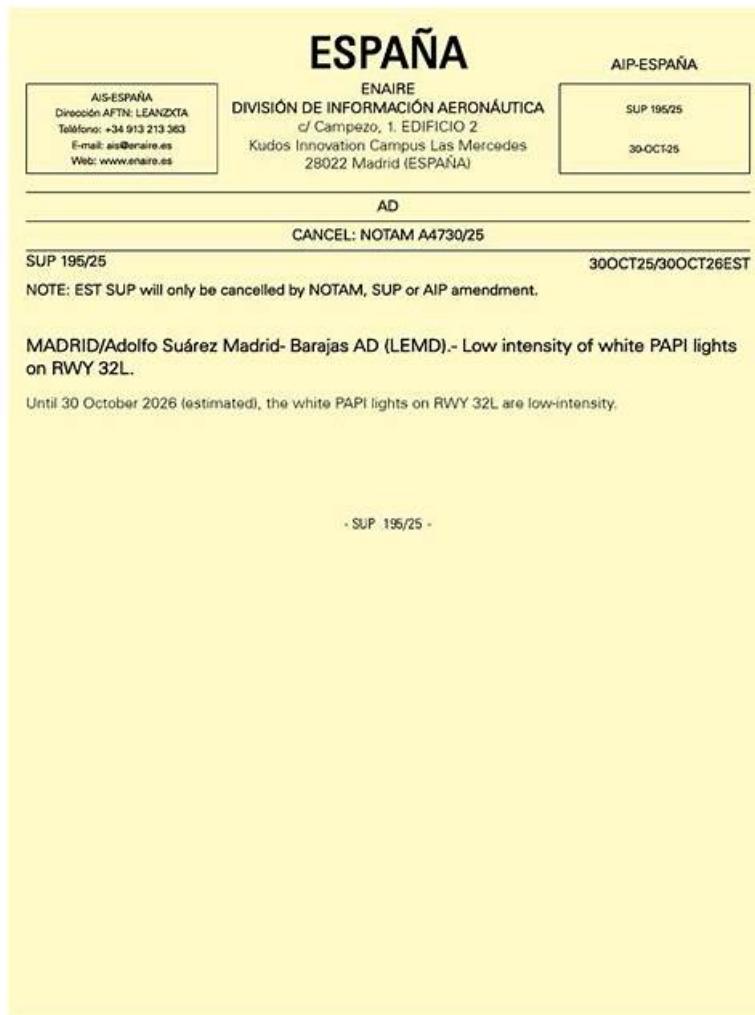


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Salesforce Consumer Goods Cloud: Trade Promotion Management

Accredited Professional Sample Questions (Q45-Q50):

NEW QUESTION # 45

Northern Trail Outfitters (NTO) wants to roll out the Consumer Goods Cloud TPM application to the US market. One of the key asks of the key account managers (KAMs) of the US market is that shipment dates should be preset, as the delivery period always starts 14 days prior to the in-store period and ends with the in-store period. A TPM consultant is brought in to assess the requirement and recommend a feasible solution.

What should the consultant recommend doing to meet NTO's requirements?

- A. Configure the Time Scope and Synchronize Promotion Timeframes in the promotion template.
- B. **Configure the Timeframe Determination Policy and Synchronize Promotion Timeframes in the promotion template.**
- C. Configure the Timeframe Determination Policy and the Shipment Date From/Thru Offsets in the promotion template.

Answer: B

Explanation:

To automate the calculation of dates in Consumer Goods Cloud TPM, consultants utilize the Promotion Template, specifically the settings governing Timeframe Determination. This functionality dictates how the different date ranges of a promotion (Placement Dates, Shipment Dates, Consumption Dates) relate to one another.

The requirement here is to "preset" shipment dates based on the in-store (Placement) period. Specifically, the shipment must start 14 days before the in-store period. This is a classic "Anchor" and "Offset" relationship. The In-Store Date is the "Anchor," and the Shipment Date is "Derived" from it.

By configuring the Timeframe Determination Policy within the Promotion Template, the consultant can define this logic (e.g., Shipment Start = Placement Start - 14 days). The setting "Synchronize Promotion Timeframes" (mentioned in Option A) is the trigger that ensures this logic runs automatically when the dates are changed. When a KAM selects the In-Store dates, the synchronization logic immediately calculates and populates the Shipment dates according to the policy. While Option C mentions "Offsets" explicitly, Option A is the answer provided in the accredited exam dumps, emphasizing the configuration of the Policy and the Synchronization mechanism as the primary actions. The Policy itself contains the offset definitions, but the "Synchronize" function is what enforces the alignment and presets the dates on the user interface, fulfilling the requirement for automation.

NEW QUESTION # 46

Cloud Kicks is currently utilizing Consumer Goods Cloud TPM and wants to understand if it can use mass copy promotions now for the next few years in a single click.

Which limitation should the company keep in mind for mass copying promotions from the Trade Calendar view?

- A. They are possible for only a 12-month timeframe.
- B. **They are possible for a maximum 18-month timeframe.**
- C. They are possible with a custom date and timeframe for 18 months out-of-the-box.

Answer: B

Explanation:

The Mass Copy functionality in the Trade Calendar is a powerful productivity feature that allows Key Account Managers to duplicate successful promotion plans from one year to the next. However, to ensure system performance and stability, Salesforce imposes specific governor limits on this operation.

Duplicating promotions is not a simple record copy; it involves cloning the header, all associated tactics, product splits, and potentially re-calculating initial baseline values for the new dates. If a user were to attempt to copy promotions 5 years into the future in a single action, the calculation load would be immense.

According to the product documentation and best practices for Consumer Goods Cloud TPM, the standard limitation for the Mass Copy window is 18 months. This means a user can select a source range and copy it to a target range, provided the target dates do not extend beyond 18 months into the future. This constraint balances usability (allowing for full next-year planning plus a buffer) with the technical constraints of the Processing Service, preventing timeouts and ensuring that the copied data remains manageable and accurate.

NEW QUESTION # 47

Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.

What should a consultant do to get an accurate, immediate view of promotions?

- A. Export promotion data directly from the Promotion object.
- **B. Create real-time reporting (RTR) and add dimensions.**
- C. Utilize a third-party AppExchange tool to run analysis.

Answer: B

NEW QUESTION # 48

A client wants to have an extra column to enter a fixed amount in a promotion. The column needs to be added next to the Planned Fixed Spend calculation. A consultant already created the new key performance indicator (KPI) definition and adjusted the proper KPI set.

Which additional configuration does the consultant need to do to make the column available on the promotion?

- A. Assign the VPC subset to the new KPI definition.
- **B. Assign the SPC subset to the new KPI definition.**
- C. Assign the tactic subset to the new KPI definition.

Answer: B

Explanation:

In the TPM User Interface, the Promotion P&L is divided into distinct sections known as "Cards" to organize the massive amount of data. The two primary cards are the Volume Planning Card (VPC) and the Spend Planning Card (SPC).

* VPC (Volume Planning Card):Contains metrics related to quantities, such as Baseline Volume, Uplift Volume, and Total Volume.

* SPC (Spend Planning Card):Contains financial metrics, such as Fixed Fees, Variable Spend, ROI, and Margins.

The requirement is to add a column for a "fixed amount" next to "Planned Fixed Spend." Since "Fixed Spend" is a financial/monetary metric, it resides within the Spend Planning Card. Creating the KPI definition is only the first step. To make that KPI visible on the UI, it must be assigned to the correct KPI Subset. The KPI Subset effectively acts as a filter or a view controller. If you create a financial KPI but do not assign it to the SPC Subset (Option B), it will exist in the system but will remain invisible to the KAM on the promotion screen. Option A is incorrect because the VPC is for volume, not spend. Option C is incorrect because "tactic subset" generally refers to the configuration of the tactic list itself, not the financial grid columns.

NEW QUESTION # 49

A client asks a consultant what will be the total value of Baseline key performance indicator (KPI) for Product A in a promotion that is valid from December 1 through December 15. The client and consultant are aware of what was sent from the external system that manages baselines and sends it to the Consumer Goods Cloud application. They observe that all weeks for the year where the promotion was created had a baseline of

70 for Product A. The consultant knows the application follows standard calendar weeks and there is no weekday share profile configured.

What is the total value of the baseline for the promotion period?

- **A. 0**
- B. 1
- C. 2

Answer: A

Explanation:

This question tests the understanding of Time Aggregation and Day Weighting logic within the TPM calculation engine.

Here are the variables:

* Promotion Duration: December 1 to December 15 = 15 Days.

* Baseline Input: 70 units per week.

* Weekday Share Profile: None configured.

In Consumer Goods Cloud TPM, if no specific "Weekday Share Profile" (or "Day Weighting") is applied, the system defaults to a linear, even distribution of volume across the week.

* Calculate Daily Average: A standard week has 7 days. If the weekly baseline is 70, the daily baseline is $70 / 7 = 10$ units per day.

* Calculate Promotion Total: The promotion runs for 15 days.

* Calculation: $15 \text{ days} \times 10 \text{ units/day} = 150 \text{ units}$.

If the system had used a specific profile (e.g., "High Weekend Sales"), the math would differ based on how many Saturdays/Sundays fell within the Dec 1-15 window. However, with "no weekday share profile," the linear calculation applies. Option B (140) would imply exactly two weeks (14 days), but the period is 15 days. Option A (100) is incorrect. Thus, 150 is the correct calculated baseline volume.

NEW QUESTION # 50

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