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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q23-Q28):

NEW QUESTION # 23

Which setting does a consultant need to activate to ensure that every time a claim is set to submitted for approval, an automated process checks if at least one fund is linked to the claim?

- A. The Requires Funds setting on the claim template
- B. The Requires Funds setting on the approval process
- C. The Enable Tactic Auto Fund Assignment on the sales org

Answer: A

Explanation:

Claims Management involves validating that a deduction or invoice is valid before paying it. A critical validation rule is ensuring that the money is coming from somewhere-i.e., a Fund.

This validation logic is controlled by the Claim Template. The Claim Template acts as the blueprint for the claim document. It contains a specific checkbox or setting called "Requires Funds"(Option C).

* When this is enabled, the system enforces a hard validation: a user cannot change the status to "Submitted" (or advance the workflow) unless a Fund record is associated with the Claim.

* Option A ("Auto Fund Assignment") is an automation feature to find a fund, not a validation rule to check for one.

* Option B is incorrect because Approval Processes trigger after submission logic; the validation typically happens on the record state transition controlled by the template6.

NEW QUESTION # 24

The Cloud Kicks IT architect has asked a consultant to integrate from the Enterprise Resource Planning (ERP) system to a Consumer Goods Cloud TPM solution for the downstream processes.

Which key data sources are required? 2

- A. Customer Hierarchy, Product Hierarchy, Role Hierarchy, and Gross List Price
- B. Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Gross List Price
- **C. Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Net List Price**

Answer: C

Explanation:

A successful TPM implementation relies on synchronizing "Master Data" and "Pricing Data" from the ERP, which serves as the system of record.

* Master Data: The Customer Hierarchy and Product Hierarchy must be mirrored in TPM so that promotions are planned against the correct entities (e.g., the exact SKU and the exact Bill-To Customer).

* Business Unit Structure: This defines the sales organization (Sales Org) context, ensuring data is siloed and calculated correctly for different markets or divisions.

* Pricing: The critical differentiator in Option A is Net List Price. In Trade Promotion Management, the calculation waterfall typically starts with the List Price to determine the "Base Revenue." Depending on the specific industry standard, companies often rely on the Net List Price (Price after standard trade terms but before promotional discounts) to calculate the financial impact of a tactic. This price is imported from the ERP to ensure the "Planned Spend" in TPM matches the financial reality of the invoicing system.

NEW QUESTION # 25

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

Answer: C**NEW QUESTION # 26**

A manufacturer of health food snacks wants to better plan, manage, visualize, and monitor compliance with its trade promotions and use of offline capabilities.

Which Salesforce solutions form the basis for a consultant developing an agenda and content for running discovery workshops with a potential client?

- A. Retail Execution, Marketing Cloud, Trade Promotion Management
- B. CRM Analytics, Retail Execution, Trade Promotion Management
- **C. Trade Promotion Management, Field Service, Retail Execution**

Answer: C

Explanation:

To address the client's needs comprehensively:

- * Plan and Manage Trade Promotions: This is covered by Trade Promotion Management (TPM).
- * Monitor Compliance and Offline Capabilities: This is the core function of Retail Execution (RE), which allows field reps to check compliance (audits) in stores.
- * Field Service: In the Salesforce Consumer Goods Cloud architecture, Field Service (specifically the dispatcher and scheduling engines) often serves as the backend infrastructure that powers the Retail Execution visits, routing, and mobile offline capabilities. Therefore, the combination of TPM (Planning), Field Service (Routing/Scheduling infrastructure), and Retail Execution (Compliance/Offline execution) is the correct solution set.

NEW QUESTION # 27

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

Answer: C

Explanation:

In the context of Salesforce TPM, Real-Time Reporting (RTR) is a specialized capability designed specifically to address the need for immediate, in-context visibility into promotion performance.

Trade Promotion data is complex; it involves time-phased grids (weekly/daily), different metrics (Volume, Spend, Revenue), and dynamic calculations (Writeback). Standard Salesforce reports sometimes struggle to present this multi-dimensional "P&L" view effectively or instantaneously during the planning and execution flow. Exporting data (Option C) is a manual, static process that becomes obsolete the moment it is done, failing the "immediate view" requirement.

RTR allows users (like Key Account Managers) to view aggregated Key Performance Indicators (KPIs) directly within the application interface without waiting for overnight batch processing or data warehousing synchronization. By configuring RTR and adding the necessary dimensions (e.g., Product, Time, Tactic), the consultant empowers the user to see exactly how the promotion is tracking against its targets right now. This immediate feedback loop is crucial for "in-flight" adjustments to ensure promotion success.

NEW QUESTION # 28

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