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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q20-Q25):

NEW QUESTION # 20
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 targetsright now. This immediate feedback loop is crucial for "in-flight" adjustments to ensure promotion success4444.

NEW QUESTION # 21
A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.
Which considerations should the company factor in?

- A. User personas, business units, survey results, change management
- B. User personas, business units, business milestones, change management
- C. User personas, business milestones, service level agreements, change management

Answer: B

Explanation:
A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a
"People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:
* User Personas:You must understandwhois using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the KAMs before adding Finance users.
* Business Units:Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.
* Business Milestones:You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.
* Change Management:TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.
Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan4.

NEW QUESTION # 22
During user acceptance testing, key users realize that not all products that have the KAM status for at least 1 day of the promotion period (Date From - Date Thru) can be added to the promotion.
Which setting in the promotion template configuration should the TPM consultant check?

- A. Consider Product KAM Status
- B. Consider Product Definition Policy
- C. Timeframe Determination Policy

Answer: A

Explanation:
In Consumer Goods Cloud, Product KAM Status determines if a specific product is valid for a specific customer (e.g., "Listed," "Delisted," "Test"). A common issue arises when a product is only active for part of a promotion's duration.
The behavior of the product selector-whether it includes or excludes these "partially active" products-is controlled by the"Consider Product KAM Status"setting on thePromotion Template(Option A).
* If configured strictly, the system might require the product to be active for theentireduration of the promotion.

* If the users expect to see products that are active for "at least 1 day," this setting must be adjusted to apply the correct logic (e.g., "Overlap" logic rather than "Fully Contained" logic).
* The Timeframe Determination Policy (Option B) controls dates (Shipment vs. Consumption), not product eligibility. Product Definition Policy (Option C) handles how products are defined in the hierarchy, not their status validity5.

NEW QUESTION # 23

Northern Trail Outfitters (NTO) wants to run a promotion on its products at a specific retailer, which sells through more than 20 direct stores and chain of outlets..

What should a consultant recommend using to represent the relationship between retailer stores and its outlet chains, in NTO's Consumer Goods Cloud TPM system?

* A. Customer subaccounts
* B. Customer Hierarchy
* C. Customer Sets

Answer: B

Explanation:

In Salesforce Consumer Goods Cloud, the Customer Trade Org Hierarchy is the foundational structure used to model the commercial relationships between accounts. This hierarchy is designed to handle the standard parent-child relationships found in retail, such as a Headquarters (Parent) governing multiple regional divisions, which in turn govern individual Stores or Outlets (Children).

When NTO needs to run a promotion that targets a retailer and trickles down to its 20+ direct stores and outlets, the Customer Hierarchy is the native mechanism to represent this. By setting up the Stores as child accounts of the Retailer Chain account in the hierarchy:

* Data Aggregation: Sales volume and trade spend can automatically roll up from the stores to the chain level.
* Promotion Push: A promotion planned at the Chain level can be automatically pushed or made applicable to the underlying stores.
"Customer Sets" (Option C) are typically used for grouping disparate, unrelated accounts for a specific promotion (e.g., "All Gas Stations in Florida"), whereas the retailer-to-store relationship is a permanent structural relationship best modeled by the standard Hierarchy.

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

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