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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q16-Q21):

NEW QUESTION # 16

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 # 17

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 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.
- B. 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.
- C. 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.

Answer: B

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 via User Settings.

In the TPM application configuration, you can define Managed Accounts and Managed Products for 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 # 18

A customer needs to send the Effective Price key performance indicator (KPI) value, calculated at the promotion level, to an external system for each product.

How should a consultant recommend doing this?

- A. Identify the Cost and Volume KPI and enable the writeback of these two KPIs at the Product storage level as a helper value to be sent using standard Integration APIs or RTR CSV Extracts.
- **B. Enable the writeback of the Effective Price KPI and keep storage level as Product, and extract the data using standard Integration application programming interface (APIs) or Real-Time Reporting (RTR) CSV Extracts.**
- C. Generate Tactic Product conditions and send the records generated from the Salesforce object through a supported Salesforce integration tool.

Answer: B

Explanation:

In Consumer Goods Cloud TPM, many KPIs (like Effective Price) are calculated "on the fly" by the processing engine in the browser or the calculation grid. They do not automatically exist as stored data records in the database that an external integration tool can simply "query." To make a calculated KPI available for integration (extraction to an ERP or Data Warehouse), you must configure Writeback. Writeback instructs the system to physically save the calculated value into a storage table (typically the Promotion Product or a generic Measurement table) whenever the promotion is saved.

The requirement asks specifically for the value "for each product." Therefore, the Storage Level must be set to Product. If it were set to "Tactic" or "Promotion," the granular product-level price data would be aggregated and lost. Once Writeback is enabled and the storage level is correct, the data exists as physical records in Salesforce objects. These can then be extracted using standard methods like the Integration APIs or RTR CSV Extracts. Option B describes this exact configuration workflow: Enable Writeback -> Set Level to Product -> Extract via API. Option A discusses "Conditions" which is a different concept related to pricing logic, not generic KPI extraction.

NEW QUESTION # 19

A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.

How should the consultant design this? 5

- A. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.
- **B. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.**
- C. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.

Answer: B

Explanation:

To meet the requirement of showing "Promotion Total" values (aggregated scalars like Total ROI, Total Spend, or Total Uplift) rather than a time-series grid, the consultant should utilize the Scorecard component of the Real-Time Reporting (RTR) module.

* Scorecard RTR: This UI component is specifically designed to display single, high-level summary metrics (KPIs) in a card format.

It is ideal for "at a glance" impact analysis.

* Configuration: The process involves:

* Flagging the necessary KPIs (e.g., Total Volume, ROI) as "Report Relevant" in the KPI Set configuration so they are exposed to the reporting layer.

* Adding these KPIs to the RTR Configuration JSON.

* Embedding this specific Scorecard component on the Promotion Record Page in Lightning App Builder.

* Why not Flatlist? A Flatlist (Option B) is typically used for tabular, time-phased data (e.g., a grid showing Volume Week 1, Week 2, Week 3). For a "Total Level" summary, a Flatlist is the wrong visualization tool.

NEW QUESTION # 20

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.

While Strategic Planning sets 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 # 21

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