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## Salesforce Consumer Goods Cloud: Trade Promotion Management

## Accredited Professional Sample Questions (Q17-Q22):

### NEW QUESTION # 17

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 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.
- B. 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.
- C. 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.

**Answer: C**

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 # 18

Cloud Kicks is using assortments to drive the customer product list. Key account managers (KAMs) perform updates multiple times during the day to the product list and want to be able to promote these products on the same day in a new promotion.

What should the KAMs ensure is done to be able to promote products that have been added to the assortment?

- A. Sync the changes in the assortment with the processing service.
- B. Re-approve the changes in the assortment.
- C. Refresh the assortment screen.

**Answer: A**

Explanation:

In the Salesforce Consumer Goods Cloud (CGC) architecture, data is split between the core Salesforce platform (where standard objects like Assortments and Products reside) and the Cloud Processing Service (the high-performance calculation engine usually hosted on Hyperforce/Heroku).

When a Key Account Manager (KAM) updates a Product Assortment in the core platform—for example, adding a new SKU to the "Summer 2025" list—this change is committed to the Salesforce database immediately. However, the TPM Planning Grid (the P&L view) and the Promotion Product Selector rely on the Processing Service to render data quickly. The Processing Service uses a cached or synchronized version of the master data to perform its complex calculations.

If the KAM immediately tries to create a promotion for the new product, it might not appear in the selector because the Processing Service is unaware of the update. Merely refreshing the screen (Option C) only reloads the UI, not the underlying data cache. Therefore, to bridge the gap between Core Salesforce and the Calculation Engine, the KAM or an automated process must Sync the changes (specifically the Assortment-Product links) to the processing service. This action pushes the new relationship into the engine's memory, making the product available for immediate promotion planning and calculation.

### NEW QUESTION # 19

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 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.**
- B. 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.
- 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: A**

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 # 20

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.

If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- **A. The KPI changes will be updated immediately.**
- B. The KPI changes will be picked up in a batch run overnight and reflected the next day.
- C. The KPI changes will be reflected every 10 minutes through SF Data Sync.

**Answer: A**

Explanation:

Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.

When a Key Account Manager (KAM) or consultant modifies a KPI in the Volume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.

\* In-Memory Calculation: The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.

\* Shared Context: The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.

Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial reality immediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

#### NEW QUESTION # 21

A system administrator in Ursa Major Solar wants to load Sell through volume of a customer in data processing engine for read as a key performance indicator (KPI).

Which permission set license should a consultant recommend assigning so that the system administrator is able to load the data?

- A. Lightning Trade Promotion Management Ps1
- B. CGC Retail and Trade Promotion Management Ps1
- **C. CGC Processing Services Register**

**Answer: C**

Explanation:

In the Salesforce Consumer Goods Cloud (CGC) architecture, high-volume calculations and data processing for Trade Promotion Management (TPM) are handled by the Cloud Processing Service (CPS). This off-platform engine is necessary to manage the massive data grids involved in promotion planning.

When a System Administrator needs to interact directly with this engine—specifically to load, register, or sync external data sources (like "Sell through volume") so they can be read as KPIs—they require specific privileges that go beyond standard CRM access.

The CGC Processing Services Register permission set license is explicitly designed for this administrative purpose.

This license grants the user the necessary API rights and access controls to manage the Data Processing Engine (DPE) definitions and trigger the synchronization jobs that hydrate the CPS with data. Without this specific license, the administrator might be able to see the TPM application screens (if they have the TPM license, Option A), but they would lack the backend permissions required to configure the data ingestion pipelines that feed the calculation engine.

## NEW QUESTION # 22

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