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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q43-Q48):

NEW QUESTION # 43

Northern Trail Outfitters wants to send email to approvers, when the key account manager (KAM) is not able to approve promotions due to a threshold limitation of plan spend being more than US\$50,000.

How should a consultant configure this scenario, when promotion plan spend is more than \$50,000?

- A. Use Validation action to check threshold and email.
- B. Use business object application programming interface (API) to send email to approver.
- C. Set action as Email in workflow state transition.

Answer: C

Explanation:

This requirement describes a conditional approval workflow. In Consumer Goods Cloud TPM, the lifecycle of a promotion (Draft -> Submitted -> Approved) is governed by the Workflow engine (State Machine).

When a KAM attempts to approve a promotion that exceeds a spending limit (e.g., >\$50k), the system must prevent immediate approval and instead route it for review. This is handled by a State Transition.

* Transition Logic: You define a transition from "Draft" to "Submitted for Approval" (or a specific review status) that triggers only when the condition Plan Spend > 50,000 is met.

* Workflow Action: Attached to this specific transition is an Action. In this case, the action is to "Send Email." Therefore, Option B is the correct configuration. You configure the Workflow State Transition to detect the threshold and automatically trigger the Email Action to the approver. Option A (Validation Action) is typically used to block an action entirely (e.g., "Error: You cannot save this promotion"), which wouldn't facilitate the routing process to the approver. Option C (API) is a custom development approach that is unnecessary given the standard Workflow functionality.

NEW QUESTION # 44

A consultant's client indicated that two key account managers (KAMs) can manage the same customer, but they can only negotiate and create promotions for the product categories for which they are responsible.

Which functionality should the consultant recommend using to support this scenario?

- A. Use two different product templates, each assigned to a different sales org to segment the categories.
- **B. Use the user settings to assign the pertinent categories the KAMs are allowed to negotiate.**
- C. Use a sales org to define two different divisions and user settings to assign the categories required.

Answer: B

Explanation:

This scenario highlights a common business setup: Category Management. A large retailer (e.g., "SuperStore") is a single Customer Account, but the manufacturer has different sales reps (KAMs) for different business units—one KAM handles "Frozen Foods" and another handles "Dairy." To support this in Consumer Goods Cloud TPM without duplicating the Customer Account (which would break master data integrity), you utilize User Settings.

The User Settings in TPM allow you to map specific Product Categories to specific Users for specific Accounts.

* For KAM A, you configure User Settings: Account = SuperStore, Product Category = Frozen Foods.

* For KAM B, you configure User Settings: Account = SuperStore, Product Category = Dairy.

When KAM A opens the promotion calendar or P&L for "SuperStore," the system filters the product list.

They will only see and be able to add "Frozen Foods" to their promotions. They cannot unintentionally plan a "Dairy" promotion because those products are effectively invisible or locked to them in the planning context.

This feature (Option C) perfectly isolates responsibilities while maintaining a single "SuperStore" account record, avoiding the complex data duplication suggested in Option A (creating different Sales Orgs/Divisions).

NEW QUESTION # 45

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: B

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

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 # 46

When implementing Consumer Goods Cloud TPM, it is essential to ensure seamless integration with existing third-party systems for comprehensive functionality.

Which set of systems should a consultant discuss with the customer to ascertain compatibility and data synchronization with TPM?

- A. Point of Sale (POS) systems, Content Management Systems (CMS), and Digital Asset Management (DAM) systems to process retail transactions, digital content, and enterprise assets
- B. Customer Relationship Management (CRM), Supply Chain Management (SCM), and Human Resource Management (HRM) systems to ingest customer sales data, supply chain operations data, and employee performance metrics
- C. Enterprise Resource Planning (ERP), Master Data Management (MDM), Product Information Management (PIM), Demand Planning, Data Warehouses, and Data Lakes to integrate master data, baseline volume forecasts, and shipment data

Answer: C

Explanation:

A robust TPM implementation relies heavily on data that originates outside of Salesforce. The set of systems listed in Option A represents the critical "backbone" integrations required for Trade Promotion Management:

* ERP (Enterprise Resource Planning): This is the source of truth for "Actuals." To settle claims and analyze promotion performance, TPM needs shipment and invoice data, which lives in the ERP.

* MDM (Master Data Management) / PIM (Product Information Management): TPM requires a clean, hierarchical structure of Products and Customers. Syncing this master data ensures that the

"Product A" planned in Salesforce matches the "Product A" shipped by the warehouse.

* Demand Planning: TPM is often the input to demand planning (providing the promotional lift), but it also consumes the Baseline Forecast (what would sell with no promotion) from Demand Planning tools to calculate accurate ROI.

While POS data (Option B) is useful for Retail Execution (checking shelf prices), it is less critical for the Trade Planning aspect compared to shipment data. Similarly, HRM (Option C) is generally irrelevant to trade promotion calculations. Therefore, Option A covers the essential data flow: Master Data (MDM/PIM) -> Baseline (Demand Planning) -> Execution/Actuals (ERP) 3333.

NEW QUESTION # 47

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

Which business stakeholders should a consultant prioritize speaking with when taking a top down approach to begin their discovery process to gather these requirements?

- A. Sales managers and finance managers
- B. Sales managers and KAMs
- C. KAMs and demand planners

Answer: A

Explanation:

The key phrase in this requirement is "top down approach". This implies starting with the strategic decision-makers who determine the overall budget and its distribution, rather than the execution level.

* Finance Managers: They are the custodians of the overall trade budget. They define the financial guardrails, profit targets, and total available funds for the fiscal year.

* Sales Managers: They receive the budget from Finance and are responsible for allocating it to their respective territories and KAMs. They decide that "Region A gets \$1M" and "Region B gets \$2M." Speaking with KAMs (Option A/B) represents a bottom-up approach, as they are the recipients and users of the funds, not the allocators. Therefore, to understand the "allocation

optimization" from the top, the consultant must prioritize Sales Managers and Finance Managers⁹.

NEW QUESTION # 48

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