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Salesforce Certified Sales Cloud Consultant Sample Questions (Q126-Q131):

NEW QUESTION # 126

Cloud Kicks wants to release product enhancements effectively to drive user adoption and have the greatest impact on the organization and users' day-to-day functions.

Which step should the consultant recommend to successfully manage changes and releases initiated by Salesforce?

- A. Collect input from stakeholders.

- B. Train end users after deployment.
- C. Prioritize executive requests.

Answer: B

Explanation:

To effectively manage changes and releases in Salesforce, particularly when focusing on user adoption and maximizing impact, it is critical to involve stakeholders from the start. Collecting input from stakeholders ensures that the enhancements align with the actual needs and workflows of those who will be using the system daily. Here's why this approach is recommended:

* Stakeholder Engagement: Engaging stakeholders early in the process helps to gather a comprehensive understanding of the business requirements and pain points. This collaboration ensures that the enhancements are relevant and beneficial, which increases the likelihood of user adoption.

* User-Centric Development: Salesforce emphasizes a user-centric approach in its change management practices. By collecting input from stakeholders, Cloud Kicks can tailor the enhancements to be more impactful for end users, which is essential for driving adoption and improving overall user experience.

* Change Management Best Practices: According to Salesforce best practices, successful change management includes planning for change with stakeholder input, addressing user concerns, and creating a roadmap that reflects the priorities of both end-users and executives. This step lays the groundwork for smooth deployment and effective training.

* References: Salesforce's documentation on Change and Release Management in Sales Cloud provides guidance on involving stakeholders to better understand how changes will impact various user roles. You can find additional guidance in the Salesforce Success Community and the Salesforce Trailhead module on Change Management.

In summary, collecting input from stakeholders (Option A) is the initial and essential step in Salesforce's recommended change management process, ensuring that product enhancements are aligned with user needs and drive effective adoption.

NEW QUESTION # 127

The sales director at Universal Containers wants to ensure that a custom field on the Lead object is excluded from Einstein Lead Scoring.

How should the consultant meet the requirement?

- A. Omit the custom field from the Scoring Model.
- B. Remove the custom field from Lead page layouts.
- C. Clear the custom field values on Lead records.

Answer: A

Explanation:

Einstein Lead Scoring in Salesforce allows admins to customize scoring models by including or excluding specific fields that contribute to the scoring algorithm. To ensure that a particular custom field on the Lead object is excluded from the scoring model, the consultant should omit the field from the Scoring Model configuration. This ensures that Einstein Lead Scoring will not consider that field when generating lead scores, which aligns with the sales director's request to exclude it from the scoring criteria.

For more details on configuring Einstein Lead Scoring models, you can refer to the Salesforce documentation:

Einstein Lead Scoring Setup.

NEW QUESTION # 128

After Cloud Kicks implemented Sales Cloud Einstein, a consultant realizes they are unable to activate all of the features.

Which step should the consultant take to troubleshoot the issue?

- A. Confirm users have the feature license assigned.
- B. Reconfigure the Einstein Lead Scoring app.
- C. Check the Sales Insights Integration User profile configuration.

Answer: A

Explanation:

Sales Cloud Einstein features require specific feature licenses for users to access and activate certain functionalities. When encountering issues with activating Einstein features, the first step is to confirm that the necessary feature licenses have been assigned to the appropriate users. Without these licenses, users will not have access to Einstein functionalities like Lead Scoring, Opportunity Insights, or Account Insights.

Assigning these licenses can be managed through Salesforce Setup under Permission Set Licenses, ensuring that each user who

needs access to Einstein features has the correct permissions. This is a common troubleshooting step for Einstein-related issues, as access to these features is contingent upon proper licensing. Sales Cloud Einstein features require specific feature licenses for users to access and activate certain functionalities. When encountering issues with activating Einstein features, the first step is to confirm that the necessary feature licenses have been assigned to the appropriate users. Without these licenses, users will not have access to Einstein functionalities like Lead Scoring, Opportunity Insights, or Account Insights.

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NEW QUESTION # 129

The consultant at Cloud Kicks has successfully implemented Einstein Lead Scoring. The VP of sales wants to see the effectiveness of this new functionality.

What should the consultant do to fulfill this request?

- A. Create a custom report type for Sales Cloud Einstein records.
- B. Add the Einstein prediction column to the forecast list view.
- C. Add a standard dashboard for Sales Cloud Einstein.

Answer: C

Explanation:

To demonstrate the effectiveness of Einstein Lead Scoring, using the standard dashboard for Sales Cloud Einstein is ideal. Salesforce provides pre-configured Einstein dashboards that visualize the impact of AI-driven insights, including lead scoring metrics. These dashboards present data such as lead conversion likelihood and lead score distributions, allowing the VP of Sales to monitor how well the leads are being scored and prioritized by Einstein. This dashboard provides real-time insights without requiring custom report types, making it a straightforward solution for tracking the effectiveness of this functionality within Sales Cloud.

NEW QUESTION # 130

Cloud Kicks (CK) has requested a Statement of Work (SOW) that clearly details who will train users on new features and how the training will be delivered.

Which section of a SOW should the consultant discuss with CK to meet the requirement?

- A. Background
- B. Scope
- C. Terms and Conditions

Answer: A

Explanation:

The Scope section of the Statement of Work (SOW) typically includes details on the services and deliverables provided, which would encompass user training on new features and the method of delivery. The consultant should discuss this section with Cloud Kicks to clarify responsibilities and expectations related to user training, ensuring that the SOW addresses CK's requirements for effective user adoption and training outcomes.

NEW QUESTION # 131

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