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A second party caller is reporting a diabetic problem in a 42 year old male patient who is awake and breathing. During key questions, the caller reports that the patient is: -
completely alert
- behaving normally
- breathing normally
What is the best determinate code for the case?

a: 13-
C-1 b:
13-C-2
c: 13-
C-3
d: **13-A-1** - ANSWER-d:
13-A-1

A second party caller is reporting that his 15-year-old sister has a pencil stuck in her eye. During case entry, the caller reports that the patient is awake and breathing. During key questions the caller reports:
- the patient is completely alert

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AP-205 Exam PDF - Salesforce Valid Braindumps AP-205 Sheet: Consumer Goods Cloud: Trade Promotion Management Accredited Professional Finally Passed

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q33-Q38):

NEW QUESTION # 33

What is the most critical factor to consider when leading executive level requirements gathering sessions to recommend an appropriate solution?

- A. Focusing on the business's strategic objectives, such as market expansion and return on investment (ROI), and tailor the TPM tool's functionality to these goals
- B. Prioritizing a user-friendly interface and experience to ensure quick adoption and operational continuity for the sales and marketing teams
- C. Ensuring the application incorporates the latest features and adheres to benchmark standards to maintain a competitive edge

Answer: A

Explanation:

When conducting Discovery sessions, a consultant must tailor their approach to the audience. Executive-level stakeholders (VPs, C-Suite, Directors) are rarely concerned with the tactical nuances of button placement (User Interface - Option C) or the technical novelty of features (Benchmarks - Option B) in isolation. Their primary mandate is the financial and strategic health of the organization.

Therefore, the most critical factor is aligning the TPM solution with Strategic Objectives and ROI. Executives want to know how the system will help them grow revenue, improve trade spend efficiency (getting more sales for every dollar spent on promotions), or expand into new markets.

A consultant must frame the requirements gathering around questions like: "How do you currently measure the profitability of your trade spend?" or "What are your growth targets for the next fiscal year, and how does your current system hinder them?" By anchoring the solution recommendation in these strategic goals (Option A), the consultant ensures executive sponsorship. If the solution is technically perfect but fails to deliver the business insights required for market expansion or margin analysis, it will be deemed a failure by the executive leadership.

NEW QUESTION # 34

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Strategic Planning
- B. Post Event Analysis
- C. Promotion Planning

Answer: B

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase 1111.

NEW QUESTION # 35

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 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 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.

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 # 36

A beverage company wants to capture marketing activity on the day of the Super Bowl, across the country with all retailer stores and chain of outlets.

How should a consultant recommend using the promotions module?

- A. Use the promotion customer sets to reach all of the outlets.
- B. Use an existing promotion template created for uplift promotion.
- **C. Create a mega event specific to an occasion.**

Answer: C

Explanation:

In the Salesforce Consumer Goods Cloud TPM architecture, a Mega Event (often referred to as an "Event" or "Campaign" object in the hierarchy) serves as a high-level container designed specifically for this use case.

When a marketing activity is tied to a specific Occasion-like the Super Bowl, Christmas, or Black Friday- that spans across multiple different retailers, geographies, and accounts, creating individual, disconnected promotions for each customer makes high-level reporting difficult. A Mega Event allows the manufacturer to define the "Super Bowl Campaign" once at the top level.

Individual trade promotions for specific retailers (e.g., a "Super Bowl Promo for Walmart" and a "Super Bowl Promo for Target") are then linked as child objects to this parent Mega Event. This structure provides two critical benefits:

* Aggregation: The system can roll up the volume, spend, and profit from all the child promotions into the Mega Event, giving the beverage company a "Total Super Bowl Performance" view instantly.

* Top-Down Planning: The headquarters can define the strategic guidelines and total budget for the occasion in the Mega Event, which then guides the Key Account Managers (KAMs) as they execute the specific deals.

Option B (Customer Sets) is a mechanism for grouping stores for a single promotion, but it does not inherently solve the "Occasion" tracking across the entire country and different distinct retail chains as effectively as the Mega Event structure.

NEW QUESTION # 37

Cloud Kicks is currently utilizing Consumer Goods Cloud TPM and wants to understand if it can use mass copy promotions now for the next few years in a single click.

Which limitation should the company keep in mind for mass copying promotions from the Trade Calendar view?

- A. They are possible for only a 12-month timeframe.
- B. They are possible with a custom date and timeframe for 18 months out-of-the-box.
- C. They are possible for a maximum 18-month timeframe.

Answer: C

Explanation:

The Mass Copy functionality in the Trade Calendar is a powerful productivity feature that allows Key Account Managers to duplicate successful promotion plans from one year to the next. However, to ensure system performance and stability, Salesforce imposes specific governor limits on this operation.

Duplicating promotions is not a simple record copy; it involves cloning the header, all associated tactics, product splits, and potentially re-calculating initial baseline values for the new dates. If a user were to attempt to copy promotions 5 years into the future in a single action, the calculation load would be immense.

According to the product documentation and best practices for Consumer Goods Cloud TPM, the standard limitation for the Mass Copy window is 18 months. This means a user can select a source range and copy it to a target range, provided the target dates do not extend beyond 18 months into the future. This constraint balances usability (allowing for full next-year planning plus a buffer) with the technical constraints of the Processing Service, preventing timeouts and ensuring that the copied data remains manageable and accurate.

NEW QUESTION # 38

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