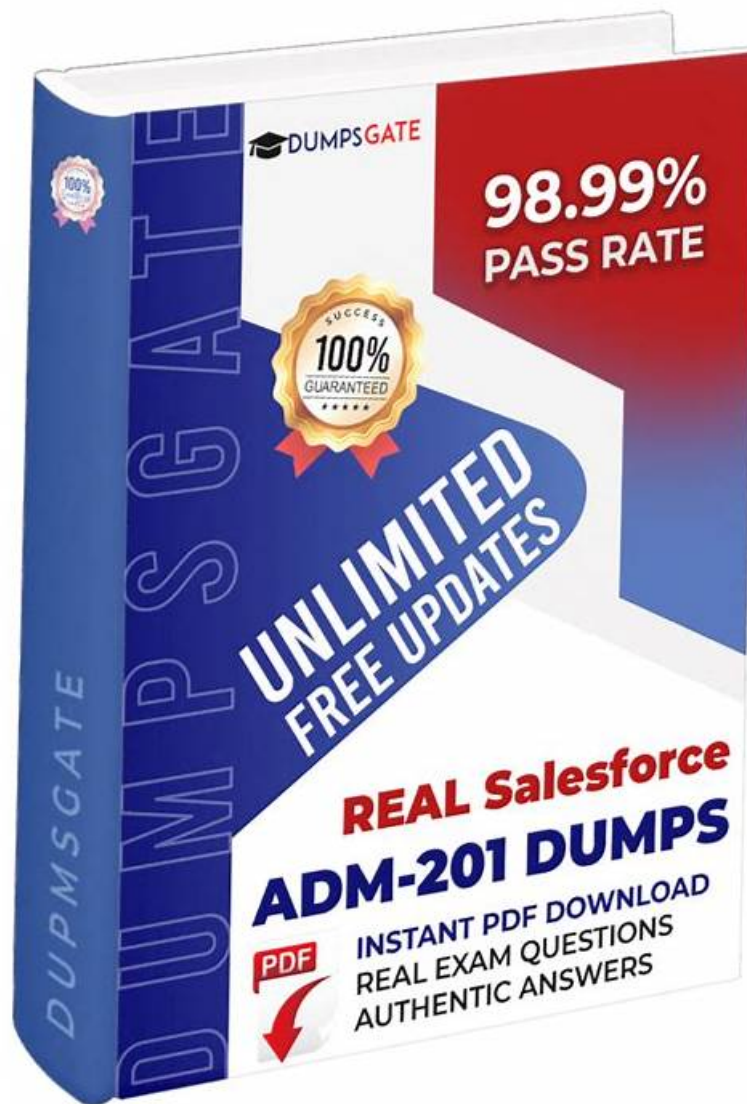


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Salesforce Certified Sales Cloud Consultant Sample Questions (Q126-Q131):

NEW QUESTION # 126

Cloud Kicks rolled out Sales Cloud recently. The VP of sales wants to display a view of internal and external data on the lifetime spend for each account on the Salesforce account detail page.

Which option should a consultant recommend to meet this requirement?

- A. Salesforce Data Pipelines
- **B. Einstein Discovery**
- C. Sales Engagement

Answer: B

Explanation:

Salesforce Data Pipelines can aggregate, transform, and load data from various internal and external sources into Salesforce. To display lifetime spend data on the Account detail page, Data Pipelines can be used to gather and visualize this data directly within the Salesforce interface. This option is particularly effective for integrating diverse data sources and presenting comprehensive insights on each Account.

NEW QUESTION # 127

The sales director at Cloud Kicks wants to enable Person Accounts in its org. The sales director asked a consultant to evaluate the solution and present it to the sales team.

What should the consultant consider when evaluating Person Accounts?

- A. Enabling Person Accounts requires a Public Read/Write sharing model,
- **B. Enabling Person Accounts is irreversible.**
- C. Person Accounts must have at least two record types.

Answer: B

Explanation:

Person Accounts in Salesforce are a specialized account type that represents individual customers rather than businesses. A critical consideration is that enabling Person Accounts is irreversible; once activated, this setting cannot be turned off. Therefore, it's essential to carefully evaluate and understand the implications before enabling Person Accounts, as it permanently impacts data model configurations and potentially other features within the org.

For more details on the considerations for enabling Person Accounts, see: Person Accounts Overview and Considerations.

NEW QUESTION # 128

At Cloud Kicks (CK), each sales rep is assigned a sales ops specialist and a sales engineer. CK wants to ensure that the assigned sales ops specialist and sales engineer have appropriate access to Accounts and Contacts. The organization-wide defaults (OWD) for Contact are set to 'Controlled by Parent'.

Which solution should the consultant recommend to share Contacts?

- **A. Set up Account Teams with defaults for each sales rep.**
- B. Change the Contact OWD to Private and create sharing rules to grant visibility.
- C. Add the Sharing button to the page layout so sales reps can share Contacts.

Answer: A

Explanation:

By setting up Account Teams, Cloud Kicks can ensure that both the sales ops specialist and the sales engineer have appropriate access to Accounts and Contacts. With Account Teams, different team members can have specific roles, and visibility can be automatically shared based on these roles.

* Account Teams for Role-Based Access: This feature allows for predefined roles and access levels, enabling seamless sharing of Accounts and their related Contacts among assigned team members.

* Controlled by Parent for Contact OWD: Since Contacts are controlled by parent (Account) access, assigning Account Team roles

will automatically extend appropriate access to related Contacts as well.

Option A (Sharing button) would require manual sharing by each rep, and Option C (changing OWD) does not directly address the need for role-based access. For further information, see Salesforce Account Teams documentation.

NEW QUESTION # 129

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

Answer: B

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 # 130

Cloud Kicks noticed its data quality has degraded since its initial Sales Cloud implementation and is working with a consultant to develop a data management plan. The consultant suggested some best practices for creating, processing, and maintaining data.

Which functional area can be improved by using third-party data enrichment tools?

- **A. Monitoring changes and updates**
- B. Enforcing validation rules
- C. Owning roles and records

Answer: A

Explanation:

To address data quality concerns, third-party data enrichment tools are particularly effective for improving the functional area of monitoring changes and updates. These tools can continuously validate, update, and enhance data, which is essential for maintaining data quality over time. Here's how they fit into Cloud Kicks' data management plan:

* Data Enrichment: Third-party tools can enhance Salesforce data by verifying and appending missing information, identifying inaccuracies, and ensuring data is up-to-date. This is especially useful for maintaining contact and account records in dynamic environments where data changes frequently.

* Monitoring and Automation: Many data enrichment tools provide features that automatically monitor data changes and updates. They can flag inconsistencies, correct outdated information, and maintain a high level of data accuracy and completeness, addressing one of the critical areas of data quality degradation.

* Salesforce Best Practices: Salesforce recommends using data enrichment tools as part of a comprehensive data management strategy. These tools help monitor and enhance data quality by integrating external sources, which ensures Salesforce data remains current and reliable.

* References: Salesforce provides guidance on data management best practices, which includes using third-party tools for data enrichment and monitoring. These are highlighted in resources such as Salesforce's Trailhead modules on Data Quality and Data Management, as well as in Salesforce documentation.

In summary, third-party data enrichment tools are ideal for monitoring changes and updates (Option A) in Salesforce, helping Cloud Kicks maintain accurate and high-quality data throughout the Sales Cloud implementation.

NEW QUESTION # 131

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