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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q62-Q67):

**NEW QUESTION # 62**
Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.
Which implementation should the TPM consultant recommend?

- A. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.
- B. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.
- C. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade Calendar promotions using the new Store Format attribute.

**Answer: C**

Explanation:

The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).

Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities. Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).

The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

## NEW QUESTION # 63

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. Synching 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 # 64

Why should a consultant be conscious about the number of key performance indicators (KPIs) that are related to a KPI set? 1

- A. A KPI set is shared across accounts, promotions, promotion tactics, funds, and claims within a given sales org, so the KPI functionality configured within a KPI subset across these objects must fit within platform limits to protect performance and scalability. 2
- B. A KPI set is defined per template per object, but can be shared across the same or different objects and across sales orgs if needed, so the KPI functionality configured within a KPI set must fit within platform limits to protect performance and scalability.
- C. A KPI set is specific to a given object, but is shared across all sales orgs, so the KPI functionality configured within a KPI superset per object must fit within platform limits to protect performance and scalability.

**Answer: A**

Explanation:

In Salesforce Consumer Goods Cloud TPM, the KPI Set is the fundamental collection of metrics (Volume, Spend, Profit) used for calculations. While KPI Sets are assigned to templates (like a Promotion Template), the underlying calculation engine (Processing Services) aggregates these definitions at the Sales Org level to build the calculation grid.

Option A is correct because it addresses the architectural constraint: the system must generate a cohesive calculation model (often referred to as the "Big JSON" or calculation payload) that encompasses all the read, write, and calculated fields required for that Sales Org. If a consultant creates an excessive number of KPIs- or complex interdependencies across Accounts, Promotions, and Funds-this payload increases in size.

There are hard limits on the number of KPIs and columns the processing engine can handle efficiently in memory. If these limits are exceeded, users will experience significant performance degradation (slow save times, timeouts on P&L loads) or even calculation failures. Therefore, consultants must optimize the KPI Set by reusing metrics where possible and avoiding redundant definitions, ensuring the total configuration for the Sales Org fits within the platform's scalability guardrails.


## NEW QUESTION # 65
At which level can a single fund be anchored in Consumer Goods Cloud TPM?

- A. Customer Only, Customer & Product Category, Customer & Brand
- B. Sales Org Only, Product Category Only, Sales Org & Product Category
- C. Product Category Only, Brand Only, Product Category & Brand

**Answer: A**

Explanation:
Funds in Trade Promotion Management represent the financial budget allocated to pay for promotional activities. In the Consumer Goods Cloud data model, Funds are inherently designed to support the commercial relationship with the retailer. Therefore, the Customer is the primary anchor.

A "Fund" is rarely just a floating pot of money for a product; it is money set aside for a specific retailer to promote specific products.

The standard anchoring levels supported are:

* Customer Only:A general "Trade Budget" for Walmart, usable for any product.
* Customer & Product Category:A specific budget for "Walmart - Dairy". This ensures that money allocated for Dairy cannot be spent on Beverages.
* Customer & Brand:A specific budget for "Walmart - Nestle Brand".

Options B and C suggest funds anchored only to Products or Sales Orgs without the Customer dimension.

While Sales Org funds (Headquarters Funds) conceptually exist, the standard operational "Trade Fund" used by KAMs is anchored to the Customer hierarchy. Option A correctly reflects the hierarchy of specificity (Broad Customer Fund -> Category Specific -> Brand Specific) used in most CPG financial models supported by the platform.


## NEW QUESTION # 66
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 with a custom date and timeframe for 18 months out-of-the-box.
- B. They are possible for a maximum 18-month timeframe.
- C. They are possible for only a 12-month timeframe.

**Answer: B**

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 # 67**

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