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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q31-Q36):

NEW QUESTION # 31
Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.
What should a consultant do to get an accurate, immediate view of promotions?

- A. Utilize a third-party AppExchange tool to run analysis.
- B. Create real-time reporting (RTR) and add dimensions.
- C. Export promotion data directly from the Promotion object.

Answer: B

Explanation:
In the context of Salesforce TPM, Real-Time Reporting (RTR) is a specialized capability designed specifically to address the need for immediate, in-context visibility into promotion performance.
Trade Promotion data is complex; it involves time-phased grids (weekly/daily), different metrics (Volume, Spend, Revenue), and dynamic calculations (Writeback). Standard Salesforce reports sometimes struggle to present this multi-dimensional "P&L" view effectively or instantaneously during the planning and execution flow. Exporting data (Option C) is a manual, static process that becomes obsolete the moment it is done, failing the "immediate view" requirement.
RTR allows users (like Key Account Managers) to view aggregated Key Performance Indicators (KPIs) directly within the application interface without waiting for overnight batch processing or data warehousing synchronization. By configuring RTR and adding the necessary dimensions (e.g., Product, Time, Tactic), the consultant empowers the user to see exactly how the promotion is tracking against its targetsright now. This immediate feedback loop is crucial for "in-flight" adjustments to ensure promotion success4444.

NEW QUESTION # 32
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 a sales org to define two different divisions and user settings to assign the categories required.
- B. Use two different product templates, each assigned to a different sales org to segment the categories.
- C. Use the user settings to assign the pertinent categories the KAMs are allowed to negotiate.

Answer: C

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 utilizeUser Settings.
TheUser Settingsin TPM allow you to map specificProduct Categoriesto specificUsersfor specificAccounts.
* 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 # 33
The Cloud Kicks IT architect has asked a consultant to integrate from the Enterprise Resource Planning (ERP) system to a Consumer Goods Cloud TPM solution for the downstream processes.
Which key data sources are required? 2

- A. Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Gross List Price
- B. Customer Hierarchy, Product Hierarchy, Role Hierarchy, and Gross List Price
- C. Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Net List Price

Answer: C

Explanation:
A successful TPM implementation relies on synchronizing "Master Data" and "Pricing Data" from the ERP, which serves as the system of record.
* Master Data:TheCustomer HierarchyandProduct Hierarchymust be mirrored in TPM so that promotions are planned against the

correct entities (e.g., the exact SKU and the exact Bill-To Customer).

* Business Unit Structure:This defines the sales organization (Sales Org) context, ensuring data is siloed and calculated correctly for different markets or divisions.

* Pricing:The critical differentiator in Option A isNet List Price. In Trade Promotion Management, the calculation waterfall typically starts with the List Price to determine the "Base Revenue." Depending on the specific industry standard, companies often rely on theNet List Price(Price after standard trade terms but before promotional discounts) to calculate the financial impact of a tactic. This price is imported from the ERP to ensure the "Planned Spend" in TPM matches the financial reality of the invoicing system.

NEW QUESTION # 34

Universal Containers (UC) wishes to produce a dashboard displaying basic up-to-date information regarding funds, promotions, and claims. UC wants to enable end users to modify the graphics within the report.

Which solution should a consultant recommend to meet this requirement?

- A. CRM Analytics Dashboards
- B. TPM Real-Time-Reports (RTR)
- C. Salesforce Lightning Reports & Dashboards

Answer: C

Explanation:

This question requires selecting the appropriate reporting tool based on two constraints: "basic up-to-date information" and "end users ability to modify graphics."

* Salesforce Lightning Reports & Dashboards (Option A):This is the standard, native Salesforce reporting tool. It is "live" (up-to-date) as it queries the database directly. Crucially, it is designed forself- service. A standard user (with appropriate permissions) can easily "Clone" a dashboard, change a bar chart to a donut chart, or adjust filters without needing developer skills or complex JSON configuration.

This fits the requirement for end-users modifying graphics perfectly.

* TPM Real-Time-Reports (RTR) (Option B):While RTR provides specific, high-speed P&L views for TPM, its visualization capabilities are often more rigid or technically configured (via JSON or admin setup) compared to the drag-and-drop simplicity of Lightning Dashboards. It is designed more for the

"Grid" view of a specific promotion rather than a general "Funds and Claims" dashboard.

* CRM Analytics (Option C):This is a powerful, enterprise-grade intelligence platform (formerly Einstein Analytics). While it offers superior visualization, it is generally considered a "heavy" solution.

Modifying dashboards in CRMA often requires a specialized license and a higher skill set (understanding datasets, lenses, and SAQL) than the "basic" modification requested for end users. It is typically used for deep data mining, not basic operational dashboards.

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 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.
- B. 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.
- C. 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.

Answer: A

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 theRTR ConfigurationJSON.
* Embedding this specific Scorecard component on thePromotion Record Pagein Lightning App Builder.
* Why not Flatlist?AFlatlist(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
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