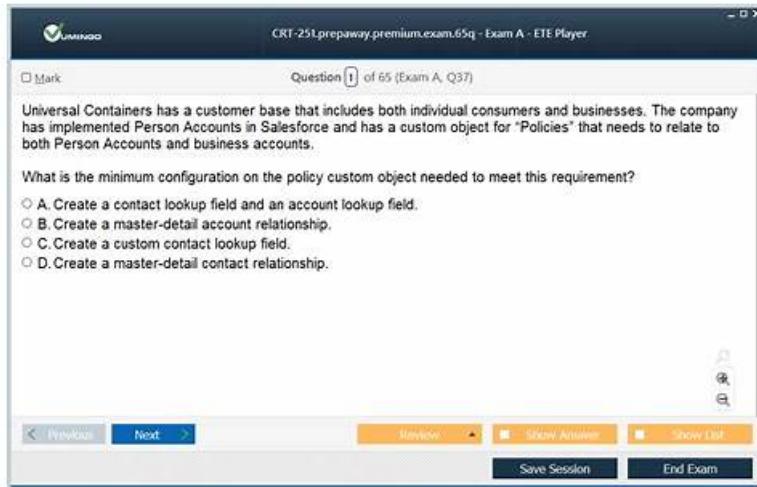


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## **Salesforce Certified Sales Cloud Consultant Sample Questions (Q145-Q150):**

### NEW QUESTION # 145

Cloud Kicks (CK) frequently works with contractors for marketing focus groups.

These contractors change companies often, and CK wants to retain its company history through Accounts.

What should the consultant recommend?

- A. Use Account Teams associated with the previous companies.
- B. Use a junction object to represent the previous companies
- **C. Implement the Contacts to Multiple Accounts feature.**
- D. Implement Person Accounts to represent the relationship.

**Answer: C**

Explanation:

To retain the company history of contractors who change companies often, the consultant should recommend implementing the Contacts to Multiple Accounts feature. This feature allows a contact to be related to multiple accounts without creating duplicate records. This way, CK can track the relationship between a contractor and all the companies they have worked with. The consultant can also create a custom role field on the account contact relationship object to indicate the role of the contractor at each company.

### NEW QUESTION # 146

Universal Containers uses Products in Salesforce and has a private security model. The product management employees do NOT have access to all opportunities but wants to track the performance of a new product after it is launched. What should a consultant recommend to allow the product management employees to track the performance of the product?

- A. Create a trigger to set the product manager as owner for opportunities on the new product.
- B. Create a new product and add it to the price book with the product manager as an owner.
- **C. Create a criteria-based sharing rule to add the product management team to relevant opportunities.**
- D. Create a trigger to add the product management team to the sales team of relevant opportunities.

**Answer: C**

Explanation:

Explanation/Reference:

### NEW QUESTION # 147

Sales reps at Universal Containers receive leads that are generated from various channels. Lead quality varies greatly. Sales managers want the sales reps to focus on the leads most likely to result in a sale.

What should the consultant recommend to meet this requirement?

- A. Implement lead assignment rules.
- **B. Implement a lead scoring strategy.**
- C. Create list views to filter on each lead source.

**Answer: B**

Explanation:

Implementing a lead scoring strategy is the most effective way to help sales reps focus on leads most likely to result in a sale. Lead scoring involves assigning values to leads based on criteria such as demographic information, behavior, and engagement levels. This helps sales teams prioritize their efforts on high-quality leads, improving conversion rates and sales efficiency. According to Salesforce documentation, lead scoring can significantly enhance sales productivity by ensuring that the most promising leads are followed up on promptly.

### NEW QUESTION # 148

Northern Trail Outfitters (NTO) wishes to track relationships between its customers. For example, some customers are suppliers for other customers. What should a consultant recommend to track multiple customer relations?

- A. Add the related company to the first company's contact roles related list, with supplier as a value.
- B. Add the related company to the first company's account team, with supplier as the role.
- **C. Add the related company to the first company's partner related list, with supplier as a value.**

- D. Add the related company to the first company's custom supplier lookup field as a value.

**Answer: C**

#### NEW QUESTION # 149

Cloud Kicks has sales teams distributed across global regions. The direction from sales leadership is to define access based on region. For example, users within the region have access to regional dashboards, while the leadership team has access to global dashboards. What should the Consultant recommend to meet this requirement?

- A. Create one Dashboard folder for all regions for both sales and the leadership team with View access.
- B. Create Dashboard folder for all regions' sales team and one Dashboard folder for the leadership team
- **C. Create region-based sales groups, one leadership group, and one Dashboard folder with View access.**
- D. Create Dashboard folders for each regional sales team and one Dashboard folder for leadership team

**Answer: C**

#### NEW QUESTION # 150

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