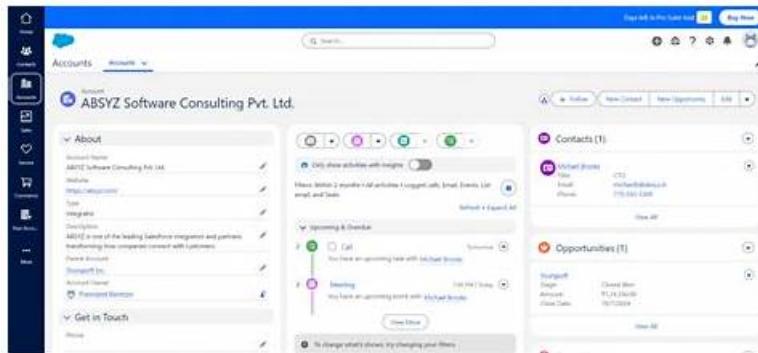


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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q41-Q46):

### NEW QUESTION # 41

Northern Trail Outfitters (NTO) is utilizing Consumer Goods Cloud TPM to manage their promotional activities. NTO needs to handle promotions at retailers that are indirectly managed through distributors.

What is the recommended approach within Consumer Goods Cloud TPM to design the master data that will properly reflect the relationship between the retailer and the distributor?

- A. Use the standard Accounts object to represent both retailers and distributors, adding custom lookup fields to establish and describe the indirect management relationship.
- B. Leverage the Customer Relationships object to model the connections between retailers and distributors, facilitating the representation of indirect sales channels within the platform.
- C. Create a custom junction object to manually track the interactions between retailers and distributors, allowing for custom fields and records to be maintained for reporting purposes.

**Answer: A**

#### Explanation:

In Salesforce Consumer Goods Cloud, the Account object is the core entity for the Trade Org Hierarchy. Best practice design principles dictate that both direct customers (Distributors/Wholesalers) and indirect customers (Retailers/Outlets) should be modeled as Accounts.

To represent the "Indirect" relationship-where a Manufacturer sells to a Distributor, who then sells to a Retailer-you should not overcomplicate the data model with custom junction objects unless absolutely necessary for many-to-many complexities that cannot be handled otherwise. For standard indirect management in TPM, the recommended approach is to use the Standard Accounts object for both parties and utilize custom lookup fields on the Retailer account to point to the Distributor.

This "Wholesaler" or "Distributor" lookup field allows the system to aggregate volume or plan promotions that target the Retailer while acknowledging the fulfillment path through the Distributor. This design keeps the architecture aligned with the Salesforce core data model and ensures compatibility with the TPM calculation engines (Processing Services), which are optimized to traverse standard Account hierarchies and attributes. Using a custom junction object (Option A) would likely require significant custom development to make the TPM engine "see" the relationship for volume roll-ups, whereas Account lookups are native and easily queryable.

#### NEW QUESTION # 42

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 # 43

Ursa Major Solar needs to migrate a promotion from its existing legacy system to Consumer Goods Cloud TPM.

Which structures need to be in place in the Salesforce org before migrating the promotion?

- A. Sales org master data, promotion templates, funds, payment templates
- **B. Sales org master data, promotion templates, tactic templates, all related KPI templates**
- C. Org unit hierarchy, master data, assortment, promotion templates, payment templates

#### Answer: B

#### Explanation:

Migrating active or historical promotions into Salesforce Consumer Goods Cloud TPM is a complex dependency management task. You cannot create a promotion record if the underlying "scaffolding" does not exist. The correct order of operations dictates that

Sales Org and Master Data (Customers, Products, Periods) must be loaded first, as promotions are anchored to these entities. Crucially, however, the Templates are the "DNA" of any TPM object. A promotion cannot exist without a Promotion Template to define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which require Tactic Templates.

Furthermore, and most importantly for this specific answer option, the calculation engine relies on KPI Templates (or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If the KPI templates are not in place, the promotion has no "fields" or metrics to hold the migrated data values (like "Planned Volume" or "Fixed Cost"). Therefore, you cannot migrate the promotion data until the KPI structure that defines that data is fully configured and active in the target org. Option A correctly captures this full chain of structural dependencies: Org -> Master Data -> Promo Templates -> Tactic Templates -> KPI Templates.

#### NEW QUESTION # 44

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 # 45

At which level can a single fund be anchored in Consumer Goods Cloud TPM?

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

**Answer: C**

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 # 46

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