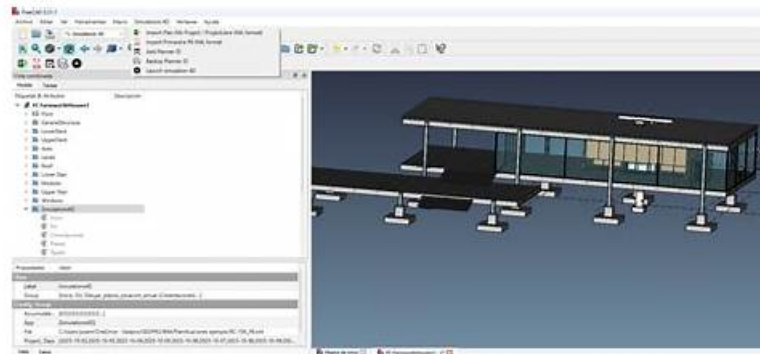


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## Salesforce Certified Sales Cloud Consultant Sample Questions (Q77-Q82):

### NEW QUESTION # 77

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

**Answer: B**

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 They can flag inconsistencies, correct outdated information, and maintain a high level of data accuracy and completeness, addressing one of the critical areas of data quality degradation.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 # 78

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. Add the Sharing button to the page layout so sales reps can share Contacts.
- C. Change the Contact OWD to Private and create sharing rules to grant visibility.

**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 # 79

The consultant at Cloud Kicks has successfully implemented Einstein Lead Scoring. The VP of sales wants to see the effectiveness of this new functionality.

What should the consultant do to fulfill this request?

- A. Create a custom report type for Sales Cloud Einstein records.
- B. Add the Einstein prediction column to the forecast list view.
- **C. Add a standard dashboard for Sales Cloud Einstein.**

**Answer: C**

Explanation:

To demonstrate the effectiveness of Einstein Lead Scoring, using the standard dashboard for Sales Cloud Einstein is ideal.

Salesforce provides pre-configured Einstein dashboards that visualize the impact of AI-driven insights, including lead scoring metrics. These dashboards present data such as lead conversion likelihood and lead score distributions, allowing the VP of Sales to monitor how well the leads are being scored and prioritized by Einstein. This dashboard provides real-time insights without requiring custom report types, making it a straightforward solution for tracking the effectiveness of this functionality within Sales Cloud.

#### NEW QUESTION # 80

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

**Answer: A**

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 # 81**

Some of the large accounts at Northern Trail Outfitters have many contacts. Sales reps want to see how these contacts relate to each other and understand the reporting structure.

Which feature should the consultant recommend to meet this requirement?

- **A. Contact Hierarchy**
- B. Contacts to Multiple Accounts
- C. Contact Roles

**Answer: A**

Explanation:

The Contact Hierarchy feature in Salesforce Sales Cloud allows users to view and understand the relationships and reporting structures among contacts within the same account. This feature provides a visual representation of the hierarchy, enabling sales reps to quickly see how contacts are connected and who reports to whom within large accounts. This is particularly useful for large organizations where multiple contacts need to be managed, as it provides insight into key decision-makers and influencers in the account structure.

For more information, refer to the Salesforce documentation on Contact Hierarchy.

#### **NEW QUESTION # 82**

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