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## Salesforce Certified Sales Cloud Consultant Sample Questions (Q74-Q79):

### NEW QUESTION # 74

Sales reps at Cloud Kicks (CK) often receive important customer emails they want to log as records related to Contacts in Salesforce. CK has Office 365, as well as a policy that prevents users from installing anything directly on their computers. Which solution should a consultant recommend to meet this requirement?

- A. Salesforce Inbox
- **B. Einstein Activity Capture**
- C. Lightning Console for Sales

**Answer: B**

Explanation:

Einstein Activity Capture automatically syncs emails and events between Salesforce and Office 365 without requiring any installation on users' devices, making it an ideal solution for Cloud Kicks, given their policy restrictions. By using Einstein Activity Capture, sales reps can have customer emails logged as records related to Contacts in Salesforce seamlessly. This tool works with cloud-based services like Office 365, syncing activities in real-time and storing them within Salesforce, thus keeping records updated without manual intervention.

Salesforce Inbox, while offering similar capabilities, requires an add-in installation that might not align with CK's IT policy. Therefore, Einstein Activity Capture is the recommended solution for this scenario as it meets CK's requirements for automatic logging without violating any software installation policies.

For more information on Einstein Activity Capture, you can refer to the Salesforce documentation: Einstein Activity Capture Overview.

### NEW QUESTION # 75

A consultant received feedback that various sales teams are providing inconsistent updates to leadership about the progress of deals. What should the consultant recommend for aligning processes and providing more reliable information about the pipeline to leadership?

- A. Create a Sales Engagement report.
- B. Customize Sales Path.
- **C. Enable Sales Forecasting.**

**Answer: C**

Explanation:

Sales Forecasting in Salesforce is designed to provide sales teams and leadership with a clear, consistent, and reliable view of the sales pipeline. By enabling Sales Forecasting, organizations can align their sales processes, ensuring that sales reps follow a standard methodology for updating deal progress. This helps in generating accurate forecasts based on the data entered by the sales team. Sales Forecasting also offers detailed insights into expected revenue, deal stages, and close dates, which are crucial for leadership to assess pipeline health and make informed decisions. It allows sales managers to regularly review and adjust forecasts based on real-time data, ensuring that leadership has up-to-date and consistent information about the sales pipeline.

For more on setting up and managing Sales Forecasting, refer to the Salesforce documentation: Salesforce Forecasting Overview.

### NEW QUESTION # 76

Cloud Kicks is restructuring its sales teams to align with its product lines. Each sales rep will focus only on the accounts they've been assigned.

Sales reps will run specific product upsell processes.

Which action should the consultant take to support a successful sales team transition?

- A. Meet with executive sales leadership to understand the requirements for record sharing.
- **B. Meet with territory sales leadership to design territory assignment rules.**
- C. Meet with sales reps to review products they are assigned and implement Opportunity Teams.

**Answer: B**

Explanation:

To support the transition to product-line-based sales teams, the consultant should meet with territory sales leadership to design territory assignment rules. Here's why:

\* **Territory Management:** Salesforce's Territory Management functionality allows organizations to define rules that assign accounts to specific sales reps based on criteria like product lines. By meeting with leadership, the consultant can ensure that territory assignments align with CK's restructuring goals.

\* **Alignment with Sales Strategy:** Territory assignment rules can be customized to focus sales reps on the specific accounts they are responsible for, ensuring the reps only see and work on the accounts within their designated territory.

\* **Salesforce Best Practices:** Engaging with territory leadership ensures that territory assignment rules align with business strategies,

helping facilitate a smooth transition and effective realignment of sales teams.

\* References: More details can be found in Salesforce documentation on Enterprise Territory Management, which explains how to create and manage territory assignments effectively.

In summary, meeting with territory sales leadership to design territory assignment rules (Option A) will enable a successful sales team transition by aligning with Cloud Kicks' new sales structure.

#### NEW QUESTION # 77

Cloud Kicks has a large remote sales department working in many different locations. Management wants greater visibility into the opportunities in progress with their respective teams. They also want to receive emails when opportunities reach key metrics (for example, stage progression) or a high probability. However, they want to control the frequency of their emails.

Which solution should a consultant recommend?

- A. Create a report filtering for the criteria and allow managers to subscribe to the report.
- **B. Define a record-triggered flow when the stage is updated to new values.**
- C. Subscribe to Chatter Feed Tracking to receive updates.

**Answer: B**

Explanation:

Subscribing to a report allows managers to receive scheduled emails that summarize key metrics and track changes on opportunities. In this scenario, managers can configure report subscriptions to include criteria such as stage progression or probability thresholds. Additionally, they can control the frequency of these email notifications to suit their needs. This provides a practical solution for Cloud Kicks' management to monitor opportunity progress without requiring constant, real-time alerts.

For more information on report subscriptions, see: Salesforce Report Subscriptions.

#### NEW QUESTION # 78

Cloud Kicks is implementing Sales Cloud and has asked a consultant to create an architecture diagram of the system.

Which stage of the project lifecycle does this fall under?

- A. Execute
- B. Initiate
- **C. Plan**

**Answer: C**

Explanation:

Creating an architecture diagram typically occurs during the planning phase of a Salesforce project. In this phase, the consultant outlines the system architecture and defines how Salesforce will interact with other systems, integrations, and data flows. This diagram is essential for ensuring that the system design meets business requirements and aligns with technical considerations before moving into the execution phase.

During the Initiate phase, high-level planning and goal setting occur, while the Execute phase focuses on actual implementation and configuration.

Salesforce Documentation References:

\* Salesforce Project Management Lifecycle

\* System Architecture Planning

#### NEW QUESTION # 79

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