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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q44-Q49):

NEW QUESTION # 44
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 # 45

A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.

How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports that help to evaluate the success of promotional events on product level
- B. Using customized reports to help track payments and funds based on a promotion's execution
- C. Using customized reports to monitor business development of competing brands' successes

Answer: A

Explanation:

Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.

RTR supports PEA primarily by enabling the KAM to evaluate success at theProduct Level(Option A).

Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.

By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

NEW QUESTION # 46

A key account manager (KAM) needs to plan promotions for a sports event at the beginning of the planning year. The customer fund does not hold enough money.

Which Consumer Goods Cloud settings allow the KAM to overspend the customer fund?

- A. Fixed Overdraw % and RBF Overdraw % setting on the account extension
- B. Fixed Overdraw % and RBF Overdraw % setting on the fund template
- C. Fixed Overdraw % and RBF Overdraw % setting on the transaction template

Answer: B

Explanation:

In Consumer Goods Cloud TPM, funds are governed by Fund Templates. These templates define the rules of engagement for the budget, including strictness on spending limits.

The scenario describes a situation where a KAM needs tooverspend(go into a negative balance) because the fund doesn'tyethave enough money (common at the start of the year before rate-based accruals have built up)

10.

To permit this, the administrator must configure theOverdrawsettings on theFund Template11:

* Fixed Overdraw %:Defines how much a fixed fund can be overspent.

* RBF Overdraw %:Defines how much a Rate-Based Fund (RBF) can be overspent.
If these are set to 0%, the system will block the promotion. By adjusting these percentages on theFund Template(Option B), the system allows the KAM to approve the promotion even with insufficient current funds, assuming the deficit will be covered by future sales accruals. Option A is incorrect as transaction templates define the movement of money, not the balance limits. Option C is incorrect as Account Extensions hold customer attributes, not fund rules.

NEW QUESTION # 47
Which technology should a consultant primarily leverage to enable the centralized repository of comprehensive stock keeping unit (SKU) information, including specifications, images, and attributes?

* A. Product Information Management (PIM) systems
* B. Enterprise Resource Planning (ERP) systems
* C. Data lakes

Answer: A

Explanation:
The question specifies the need for a repository of comprehensive SKU information, explicitly mentioning specifications, images, and attributes6.
* ERP (Option A):Primarily handles transactional data (Price, Cost, Inventory Count, SKU Code). It is generally poor at storing rich media like high-resolution images or marketing descriptions.
* PIM (Option B):AProduct Information Managementsystem is purpose-built to centralize and enrich product data. It manages the marketing-facing attributes (images, long descriptions, nutritional info, dimensions) that are essential for catalogs and digital displays7.
* Data Lake (Option C):While it can store raw data, it lacks the structured governance and syndication workflows of a PIM.
For a TPM implementation that requires rich product displays for the KAMs (e.g., seeing the product image on the promotion card), the consultant should look to integrate with the client'sPIMsystem.

NEW QUESTION # 48
A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.
Which considerations should the company factor in?

* A. User personas, business milestones, service level agreements, change management
* B. User personas, business units, business milestones, change management
* C. User personas, business units, survey results, change management

Answer: B

Explanation:
A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a
"People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:
* User Personas:You must understandwhois using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the KAMs before adding Finance users.
* Business Units:Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.
* Business Milestones:You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.
* Change Management:TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.
Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan4.

NEW QUESTION # 49
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