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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q49-Q54):

NEW QUESTION # 49

A manufacturer of health food snacks wants to better plan, manage, visualize, and monitor compliance with its trade promotions and use of offline capabilities.

Which Salesforce solutions form the basis for a consultant developing an agenda and content for running discovery workshops with a potential client?

- A. CRM Analytics, Retail Execution, Trade Promotion Management
- B. Retail Execution, Marketing Cloud, Trade Promotion Management
- C. Trade Promotion Management, Field Service, Retail Execution

Answer: C

Explanation:

To address the client's needs comprehensively:

* Plan and Manage Trade Promotions: This is covered by Trade Promotion Management (TPM).

* Monitor Compliance and Offline Capabilities: This is the core function of Retail Execution (RE), which allows field reps to check compliance (audits) in stores.

* Field Service: In the Salesforce Consumer Goods Cloud architecture, Field Service (specifically the dispatcher and scheduling engines) often serves as the backend infrastructure that powers the Retail Execution visits, routing, and mobile offline capabilities. Therefore, the combination of TPM (Planning), Field Service (Routing/Scheduling infrastructure), and Retail Execution (Compliance/Offline execution) is the correct solution set.

NEW QUESTION # 50

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Customer Trade Org Hierarchy with Relationship Type Sub Account
- B. Sub Account with timeframe Valid From and Valid Thru
- **C. Customer Relationship with Relationship Type Sub Account**

Answer: C

Explanation:

In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like

"Hypermarkets" and "Supermarkets" which have different performance characteristics.

To model this, Salesforce utilizes the Customer Relationship object. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting the Relationship Type to "Sub Account".

This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into the Customer Relationship object with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed.

This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because

"Formats" are often virtual or logical groupings that exist across standard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to-many relationships without disrupting the primary sales organization tree.

NEW QUESTION # 51

Northern Trail Outfitters wants to send email to approvers, when the key account manager (KAM) is not able to approve promotions due to a threshold limitation of plan spend being more than US\$50,000.

How should a consultant configure this scenario, when promotion plan spend is more than \$50,000?

- A. Use business object application programming interface (API) to send email to approver.
- B. Use Validation action to check threshold and email.
- **C. Set action as Email in workflow state transition.**

Answer: C

Explanation:

This requirement describes a conditional approval workflow. In Consumer Goods Cloud TPM, the lifecycle of a promotion (Draft -> Submitted -> Approved) is governed by the Workflow engine (State Machine).

When a KAM attempts to approve a promotion that exceeds a spending limit (e.g., >\$50k), the system must prevent immediate approval and instead route it for review. This is handled by a State Transition.

* Transition Logic: You define a transition from "Draft" to "Submitted for Approval" (or a specific review status) that triggers only when the condition Plan Spend > 50,000 is met.

* Workflow Action: Attached to this specific transition is an Action. In this case, the action is to "Send Email." Therefore, Option B is the correct configuration. You configure the Workflow State Transition to detect the threshold and automatically trigger the Email Action to the approver. Option A (Validation Action) is typically used to block an action entirely (e.g., "Error: You cannot save this promotion"), which wouldn't facilitate the routing process to the approver. Option C (API) is a custom development approach that is unnecessary given the standard Workflow functionality.

NEW QUESTION # 52

Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.

What should a consultant do to get an accurate, immediate view of promotions?

- **A. Create real-time reporting (RTR) and add dimensions.**
- B. Utilize a third-party AppExchange tool to run analysis.
- C. Export promotion data directly from the Promotion object.

Answer: A

NEW QUESTION # 53

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Strategic Planning
- B. Promotion Planning
- C. Post Event Analysis

Answer: C

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase.

NEW QUESTION # 54

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