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## Salesforce CRT-251 Practice Questions

### Salesforce Certified Sales Cloud Consultant

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1. Cloud Kicks is migrating from its current CRM application to Salesforce in phases across various

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Salesforce CRT-251 exam covers a broad range of topics, including sales process design, opportunity management, forecasting, and analytics. It also assesses a candidate's understanding of Salesforce's best practices and their ability to apply them in real-world situations. Passing the Salesforce CRT-251 exam demonstrates a candidate's expertise in implementing Sales Cloud solutions that meet business requirements and drive revenue growth. It also validates their ability to collaborate with sales and marketing teams to achieve sales targets and improve customer satisfaction.

Salesforce CRT-251 (Salesforce Certified Sales Cloud Consultant) Exam is a certification exam designed for professionals who are seeking to validate their expertise in the Sales Cloud. CRT-251 exam measures a candidate's knowledge and skills in areas such as sales process design, implementation, and management, sales forecasting, lead management, and opportunity management. Salesforce Certified Sales Cloud Consultant certification is intended for individuals who have experience working with the Sales Cloud and are capable of implementing solutions that maximize its potential and drive business growth.

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### Salesforce Certified Sales Cloud Consultant Sample Questions (Q92-Q97):

#### NEW QUESTION # 92

Cloud Kicks has just deployed all of its configurations. The admin wants to build a new process using objects that were deployed. Which best practice should a consultant recommend to the admin?

- A. Build in a Partial Copy sandbox and test changes in the staging environment.
- B. Build in a test release environment and test changes in a Partial Copy sandbox.
- C. Build in a Developer sandbox and test changes in a test release environment.

**Answer: A**

#### NEW QUESTION # 93

Sales leadership at Universal Containers is concerned that sales reps are negotiating deals with contacts without the authority to make a decision, resulting in lost deals.

What should the consultant recommend to resolve the issue?

- A. Require sales reps to add the stakeholder as the decision maker on each opportunity before the rep can progress the stage.
- B. Allow sales reps to mark the contact on each opportunity as "Primary" to indicate the decision maker.
- C. Enable Opportunity Teams so sales reps can track the decision maker for each opportunity.

**Answer: A**

Explanation:

To ensure that sales reps are negotiating with contacts who have the authority to make decisions, the consultant should recommend requiring sales reps to add the stakeholder as the decision maker on each opportunity before they can progress the stage. This approach enforces accountability and ensures that sales reps are identifying and engaging with the appropriate decision-makers early in the sales process.

Implementing such a requirement helps reduce the risk of negotiating with non-decision makers and increases the likelihood of successful deals.

#### NEW QUESTION # 94

Universal Containers has implemented a lead qualification process that uses a lead scoring formula. Upon review, many of the converted leads with the highest scores had little interest in making a purchase.

Which modification to the current lead qualification process should a consultant recommend?

- A. Include a measure for the number of marketing touches.
- B. Increase points for actions that indicate intent.
- C. Evaluate each record against the target marketing persona.

**Answer: B**

#### NEW QUESTION # 95

Universal Containers has four product lines, each with its unique sales cycle. Once the prospect is qualified, the sales reps should follow the product-specific sales cycle.

Which two actions should a consultant recommend to meet these requirements?  
Choose 2 answers

- A. Create Opportunity record types for each product line.
- B. Implement sales processes that map to each Opportunity record type.

**Answer: A,B**

Explanation:

Implementing sales processes that map to each Opportunity record type and creating Opportunity record types for each product line are the two actions that can meet these requirements. A sales process is a set of stages that represent the steps in your sales cycle for a specific product line or business unit. An Opportunity record type is a way to offer different business processes, picklist values, and page layouts to different users based on their profiles. By creating Opportunity record types for each product line and mapping them to different sales processes, sales reps can follow the product-specific sales cycle once they qualify a prospect.

#### NEW QUESTION # 96

Universal Containers (UC) is going to kick off a Sales Cloud implementation project next month. In preparation for discovery workshops with the business stakeholders, the project manager has asked for a list of key topics the team wants to ask the client about prior to the workshop.

Which topics will help the team get to know UC better?

- A. Goals, values, Initiatives, strategies, and obstacles
- B. Budget, authority, need, and time
- C. Specific, measurable, achievable, relevant, and time-bound

**Answer: A**

Explanation:

During the preparation phase for a Sales Cloud implementation project, understanding Universal Containers' goals, values, initiatives, strategies, and obstacles is essential for aligning Salesforce solutions with business needs. These topics help the consulting team to understand the organization's overarching priorities, challenges, and long-term objectives.

Understanding Business Context: By discussing goals and values, the team gains insight into what drives UC's business. This context helps in designing solutions that align with the company's mission and key objectives.

Assessing Current and Future Strategies: Learning about ongoing initiatives and strategies provides clarity on what UC is currently focused on and what they aim to achieve. Identifying obstacles helps in foreseeing potential challenges in implementation.


Option B (specific, measurable, achievable, relevant, and time-bound) pertains to goal-setting frameworks, and Option C (budget, authority, need, and time) is specific to sales qualification rather than discovery workshops for understanding an organization's business context. For guidance on preparing for discovery workshops, refer to Salesforce's Discovery Process Best Practices.

#### NEW QUESTION # 97

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