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Salesforce Certified Sales Cloud Consultant Sample Questions (Q145-Q150):

NEW QUESTION # 145

Cloud Kicks (CK) wants to implement sharing rules.

Which consideration should the consultant explain to CK?

- A. Sharing rules apply only to new records that meet the definition of the source data set.
- **B. Sharing rules can expand access beyond the organization-wide default levels.**
- C. When a sharing rule is deleted, the sharing access created by that rule must be manually removed.

Answer: B

Explanation:

In Salesforce, sharing rules are used to extend access to records beyond the default access levels established by organization-wide defaults (OWDs). These rules allow administrators to define which groups of users (e.

g., roles, public groups, territories) need additional access, such as Read/Write permissions, to records they do not own.

Importantly, sharing rules cannot restrict access below the level set by OWDs; they only provide additional access. Thus, for Cloud Kicks, implementing sharing rules means expanding access where needed to facilitate collaboration and ensure that the right users have appropriate visibility into records like Accounts, Opportunities, or other objects based on their role requirements

NEW QUESTION # 146

Cloud Kicks wants to streamline the approval process and give sales managers more efficient ways to approve opportunities in a timely manner.

Which strategy should the consultant recommend to improve Approval Processes?

- A. Add a dashboard of pending approvals to the Chatter feed.
- B. Configure Einstein Opportunity Insights to approve requests.
- **C. Allow managers to approve or reject requests via an email.**

Answer: C

Explanation:

For Cloud Kicks to streamline the approval process, enabling email-based approvals is an effective strategy.

Salesforce provides the ability for managers to receive approval requests via email, which can then be approved or rejected directly from their email client. This reduces the need for managers to log into Salesforce each time, facilitating quicker and more efficient approvals. This approach is straightforward to implement and significantly enhances the user experience, particularly for managers who are often mobile or handling approvals on the go.

NEW QUESTION # 147

Cloud Kicks is implementing Sales Territories for its retail sales unit. The sales director is requesting a detailed roll-up forecast for territories.

What should the consultant recommend?

- A. Include the Forecast Manager field on the Account page layout.
- **B. Assign a Forecast Manager to each region.**
- C. Assign a role for each manager in the user role hierarchy.

Answer: B

Explanation:

The Forecast Manager role is essential in Salesforce when working with Territory Forecasts. By assigning a Forecast Manager to each region, Salesforce can generate a roll-up forecast based on the territories managed within that region. The Forecast Manager oversees the forecasting process and can provide the sales director with the requested detailed roll-up forecast for each territory. Including the Forecast Manager field on the Account page layout or assigning roles in the user role hierarchy is useful for access

control and organizational structure, but they do not directly impact the roll-up forecast functionality for territories. Assigning a Forecast Manager ensures accurate and hierarchical forecasting as per regional sales performance.

Salesforce Documentation References:

Set Up Collaborative Forecasts by Territory

Forecast Manager Role in Territory Management

NEW QUESTION # 148

Universal Containers is planning to migrate two million account records and 10 million contact records from its existing legacy CRM application to Sales Cloud.

Which solution should the consultant recommend?

- A. Data Loader
- **B. Third-party tool**
- C. Data Import Wizard

Answer: B

Explanation:

For migrating large volumes of data, such as two million accounts and ten million contacts, a third-party tool is recommended. Here's why:

* Scalability and Performance: Third-party ETL (Extract, Transform, Load) tools are optimized for handling large data migrations and can better manage the complexities and scale of Cloud Kicks' data migration requirements than standard Salesforce tools.

* Data Quality and Transformation: These tools provide advanced capabilities for data cleansing, deduplication, and transformation, ensuring high data quality during migration.

* Salesforce Best Practices: For large data sets, Salesforce advises using ETL tools that are specifically built to handle bulk data operations, as they offer better error handling, logging, and performance for large-scale migrations.

* References: Salesforce documentation on Data Migration Best Practices outlines the benefits of using ETL tools for significant data migrations and recommends exploring AppExchange for compatible solutions.

In summary, a third-party tool (Option A) is the best solution for migrating extensive data volumes efficiently and reliably.

NEW QUESTION # 149

The Cloud Kicks marketing team purchased a marketing automation tool and is implementing a lead qualification process. The sales director provided key attributes and activity history of the ideal lead.

What should the consultant do to help marketing improve the process?

- A. Create reports based on the sales metrics provided in the marketing automation tool and train marketing users to identify and qualify leads.
- **B. Develop the Lead score and grade in the marketing automation tool to automatically determine when a lead should become qualified.**
- C. Set up the marketing automation tool to send prospects to the sales director and ask sales reps to assist in the qualification process.

Answer: B

Explanation:

To enhance the lead qualification process, developing a Lead score and grade in the marketing automation tool is the most effective approach. Here's why:

* Automated Qualification: By using lead scoring and grading, the marketing automation tool can evaluate leads based on key attributes and activity history. This helps identify which leads meet the criteria for sales readiness, streamlining the handoff to sales.

* Improved Lead Quality: Scoring and grading allow the marketing team to prioritize high-quality leads based on factors that indicate a higher likelihood of conversion, which aligns with the sales director's specifications for an ideal lead.

* Salesforce Best Practices: Salesforce recommends using lead scoring and grading to automate and refine the lead qualification process, improving efficiency and alignment between marketing and sales.

* References: Details on Lead Scoring and Marketing Automation can be found in Salesforce documentation, which covers best practices for improving lead quality.

In summary, developing the Lead score and grade in the marketing automation tool (Option B) provides an automated method to qualify leads based on specific criteria, improving the overall lead management process.

NEW QUESTION # 150

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