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Salesforce Certified Sales Cloud Consultant Sample Questions (Q35-Q40):

NEW QUESTION # 35
Universal Containers is in the planning phase of its Sales Cloud implementation. In a recent discussion, the CEO expressed a desire to measure the return on investment (ROI) of its sales and marketing efforts by location.
Which solution should the consultant recommend?

- A. Track total opportunity pipeline by lead source and location.
- B. Track total cases submitted by lead source and location.
- C. Track total accounts created by lead source and location.

Answer: A

Explanation:
To measure ROI on sales and marketing efforts by location, it is crucial to track the opportunity pipeline based on both lead source and geographic location. This approach directly ties sales outcomes (opportunities) to the sources that generated those leads, offering a clear picture of ROI across different locations.
* Opportunity Pipeline as an ROI Indicator: Opportunities are directly tied to potential revenue, making them a key metric for evaluating sales success. By segmenting this data by lead source and location, Universal Containers can assess which locations are generating the most valuable sales leads.
* Leveraging Opportunity Data: Salesforce enables filtering and reporting on opportunities by lead source and location, which aligns with the CEO's interest in understanding ROI geographically.
Option B (tracking accounts created) would not directly measure sales revenue, and Option C (tracking cases) is not relevant to sales and marketing ROI. For more on opportunity tracking, see Salesforce Opportunity Management documentation.

NEW QUESTION # 36
The sales director of retail products at Cloud Kicks wants to allow sales reps to clone orders to avoid repetitive tasks.
Which guideline should a consultant consider when cloning an order with products?

- A. A cloned order must have a later end date from the associated contract.
- B. A cloned order's start date must fall between the associated contract's start and end dates.
- C. A cloned order must be associated with the same contract as the original order.

Answer: B

Explanation:
When cloning an order with products, Salesforce enforces guidelines to ensure the cloned order's dates are valid relative to the contract it is associated with. Specifically, the cloned order's start date must be within the contract's start and end dates. This ensures that the cloned order remains aligned with the terms of the contract and is valid for fulfillment under the existing contract constraints. This rule maintains consistency and accuracy in order and contract management.
For more on order and contract management, review Salesforce's Order Guidelines.

NEW QUESTION # 37
Universal Containers is realigning sales territories and needs to update ownership across its 400,000 accounts.
The organization-wide default for Accounts is Private.
Which factor should the consultant consider when updating the sales territories and Account owners?

- A. The organization-wide default should be set to Public before the update can be performed.
- B. The Salesforce recycle bin needs to be emptied prior to realignment.
- C. The operations team can defer sharing calculations to decrease the risk of lock errors during the data update.

Answer: C

Explanation:
When updating account ownership on a large scale, deferring sharing calculations is a key consideration to minimize lock errors.
Here's why:
* Lock Error Mitigation: With a Private sharing model, frequent updates can trigger recalculations of sharing rules, increasing the risk of lock errors due to high processing demand. Deferring these calculations can reduce system strain and ensure smoother updates.
* Efficiency in Large Updates: Deferring sharing calculations temporarily during the update allows for faster processing. Once the updates are complete, recalculations can be performed in a controlled manner.
* Salesforce Best Practices: Salesforce recommends deferring sharing calculations when updating large data sets, particularly with Private sharing settings, to optimize performance and reduce errors.
* References: Detailed guidance on Managing Data Changes and Reducing Lock Errors can be found in Salesforce documentation for large-scale data management.
In summary, deferring sharing calculations (Option C) is the recommended approach to efficiently update account ownership across many records in a Private sharing model.

NEW QUESTION # 38

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 # 39

Sales reps at Cloud Kicks (CK) need to see the Opportunity amount with the Account's discount field. CK sales reps are located in different regions and use different currencies. A consultant creates a custom formula field on the Opportunity.

Which currency will the custom formula use for its value if the opportunity and account records have different currencies?

- A. Corporate currency
- B. User currency
- C. Opportunity currency

Answer: C

Explanation:

In Salesforce, when a custom formula field is created on an Opportunity, the formula uses the Opportunity's currency for calculations. This is particularly important in organizations using multiple currencies, as it ensures that calculations remain consistent with the record on which the formula is defined. Therefore, the formula field will display the value in the Opportunity's currency, regardless of the Account's currency.

Salesforce Documentation References:

* Multi-Currency and Formula Fields
* Formula Fields and Currency Considerations

NEW QUESTION # 40

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