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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q21-Q26):

NEW QUESTION # 21
Northern Trail Outfitters (NTO) wants to roll out the Consumer Goods Cloud TPM application to the US market. One of the key asks of the key account managers (KAMs) of the US market is that shipment dates should be preset, as the delivery period always starts 14 days prior to the in-store period and ends with the in- store period. A TPM consultant is brought in to assess the requirement and recommend a feasible solution.
What should the consultant recommend doing to meet NTO's requirements?

- A. Configure the Timeframe Determination Policy and Synchronize Promotion Timeframes in the promotion template.
- B. Configure the Time Scope and Synchronize Promotion Timeframes in the promotion template.
- C. Configure the Timeframe Determination Policy and the Shipment Date From/Thru Offsets in the promotion template.

Answer: A

Explanation:
To automate the calculation of dates in Consumer Goods Cloud TPM, consultants utilize the Promotion Template, specifically the settings governing Timeframe Determination. This functionality dictates how the different date ranges of a promotion (Placement Dates, Shipment Dates, Consumption Dates) relate to one another.
The requirement here is to "preset" shipment dates based on the in-store (Placement) period. Specifically, the shipment must start 14 days before the in-store period. This is a classic "Anchor" and "Offset" relationship. The In-Store Date is the "Anchor," and the Shipment Date is "Derived" from it.

By configuring theTimeframe Determination Policywithin the Promotion Template, the consultant can define this logic (e.g., Shipment Start = Placement Start - 14 days). The setting"Synchronize Promotion Timeframes"(mentioned in Option A) is the trigger that ensures this logic runs automatically when the dates are changed. When a KAM selects the In-Store dates, the synchronization logic immediately calculates and populates the Shipment dates according to the policy. While Option C mentions "Offsets" explicitly, Option A is the answer provided in the accredited exam dumps, emphasizing the configuration of thePolicyand the Synchronizationmechanism as the primary actions. The Policy itself contains the offset definitions, but the "Synchronize" function is what enforces the alignment and presets the dates on the user interface, fulfilling the requirement for automation.

NEW QUESTION # 22

A customer needs a solution to generate tactic product conditions in Consumer Goods Cloud and has asked a consultant to do a feasibility check.
What should the consultant advise the customer?

- A. Tactic product conditions can be generated only at the available product level configured in the tactic template.
- B. Tactic product conditions can be generated on any product hierarchy level that the user chooses.
- C. Tactic product conditions can be generated only at the lowest product level in the product hierarchy.

Answer: A

Explanation:
Tactic Product Conditions (TPCs) are the records generated by TPM to represent the "deal" in a way that can be executed-for example, a pricing condition record sent to an ERP to apply a 10% discount.
The generation of these conditions is not free-form; it is strictly governed by the configuration of theTactic Template.
* Feasibility Constraint:You cannot simply choose to generate a condition at the "Brand" level if the Tactic was designed and configured to operate at the "SKU" level, or vice versa.
* Tactic Template Configuration:When setting up a Tactic Template (e.g., "Display - Gold"), the administrator defines theProduct Level(e.g., Category, Brand, Product) at which this tactic operates.
The system relies on this configuration to know how to aggregate or split the data when generating the conditions.
Therefore, Option B is the correct advice. The system enforces the structure defined in the template. If the Tactic Template is configured for "Product Level" input, the conditions will be generated at the Product Level. If it is configured for "Category Level," the conditions will be generated at the Category Level. Option A is incorrect because the user cannot override the template configuration on the fly. Option C is incorrect because TPM supports conditions at higher levels (like Category) if the template is set up that way; it is not restrictedonlyto the lowest level.

NEW QUESTION # 23

A consultant needs to configure the Volume Only promotions so that the key account manager (KAM) can see the Volume Planning card (VPC).
Where should the consultant configure this to see the VPC?

- A. In the KPI subset
- B. In the tactic template
- C. In the promotion template

Answer: C

Explanation:
The Promotion Template is the master controller for the layout and behavior of a specific type of promotion.
When a business defines different types of promotions-for example, a "Full P&L Promotion" versus a
"Volume Only Promotion"-they use different Promotion Templates to tailor the user experience.
For a "Volume Only" promotion, the business might want to hide financial complexity (like ROI or Fixed Funds) butmustshow the volume data. The visibility of the major UI components (Cards) is toggled directly on thePromotion Templaterecord.
Within the Promotion Template configuration, there are specific checkboxes or settings for:
* Show VPC (Volume Planning Card):Controls if the volume grid is visible.
* Show SPC (Spend Planning Card):Controls if the financial grid is visible.
To ensure the KAM can see the VPC, the consultant must navigate to the specificPromotion Templateused for "Volume Only" promotions and ensure the VPC visibility setting is enabled. While KPI Subsets (Option B) controlwhichcolumns appear inside the card, the Promotion Template (Option C) controls whether the card appearsat all. Tactic templates (Option A) control the individual tactics (e.g., Display, Flyer) and do not control the high-level promotion page layout.

NEW QUESTION # 24

Why should a consultant be conscious about the number of key performance indicators (KPIs) that are related to a KPI set? 1

- A. A KPI set is specific to a given object, but is shared across all sales orgs, so the KPI functionality configured within a KPI superset per object must fit within platform limits to protect performance and scalability.
- B. A KPI set is defined per template per object, but can be shared across the same or different objects and across sales orgs if needed, so the KPI functionality configured within a KPI set must fit within platform limits to protect performance and scalability.
- C. A KPI set is shared across accounts, promotions, promotion tactics, funds, and claims within a given sales org, so the KPI functionality configured within a KPI subset across these objects must fit within platform limits to protect performance and scalability. 2

Answer: C

Explanation:
In Salesforce Consumer Goods Cloud TPM, the KPI Set is the fundamental collection of metrics (Volume, Spend, Profit) used for calculations. While KPI Sets are assigned to templates (like a Promotion Template), the underlying calculation engine (Processing Services) aggregates these definitions at the Sales Org level to build the calculation grid.
Option A is correct because it addresses the architectural constraint: the system must generate a cohesive calculation model (often referred to as the "Big JSON" or calculation payload) that encompasses all the read, write, and calculated fields required for that Sales Org. If a consultant creates an excessive number of KPIs- or complex interdependencies across Accounts, Promotions, and Funds-this payload increases in size.
There are hard limits on the number of KPIs and columns the processing engine can handle efficiently in memory. If these limits are exceeded, users will experience significant performance degradation (slow save times, timeouts on P&L loads) or even calculation failures. Therefore, consultants must optimize the KPI Set by reusing metrics where possible and avoiding redundant definitions, ensuring the total configuration for the Sales Org fits within the platform's scalability guardrails.

NEW QUESTION # 25

Which set of promotion related characteristics will impact the scalability and performance of a promotion calculation within Salesforce TPM according to best practice?

- A. Number of planning accounts within a sales org; Number of products in the promotion account's product assortment; Number of key performance indicator (KPI) sets within the sales org; Number of tactics within the system
- B. Number of products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)
- C. Number of products in a promotion; Number of tactics within a promotion; Number of custom calendar periods defined for the business year; Amount of supportive TPM data in Cloud Processing Services

Answer: B

Explanation:
In Salesforce Consumer Goods Cloud Trade Promotion Management (TPM), performance and scalability are fundamentally determined by the size of the "calculation grid" generated by the Processing Services engine.
When a user opens or saves a promotion, the system must compute values for a specific intersection of data points. The complexity of this calculation is not determined by static org-level data (like the total number of accounts in the entire system), but rather by the specific dimensions involved in that single promotion's context.
The formula for this complexity is effectively a Cartesian product of the following four critical dimensions:
* Number of Products:Each product included in the promotion adds a row to the calculation grid. A promotion with 5 products is simple; a promotion with 5,000 products requires significantly more processing power.
* Number of Tactics:Tactics (e.g., Display, Flyer, Price Cut) multiply the data points. If a promotion has
5 products and 3 tactics, the engine calculates metrics for every product-tactic combination.
* Duration of the Promotion:The time dimension is critical. A promotion lasting 1 week requires fewer calculation "buckets" than a promotion lasting 52 weeks. The engine must calculate volumes and spend for every period within the duration.
* Number of KPIs:Finally, the number of Key Performance Indicators (KPIs) defined in the KPI Set determines how many distinct values (Volume, Spend, ROI, Margins) must be computed, read, or written back for every single cell defined by the Product/Tactic/Time intersection.
Therefore, Option C correctly identifies the four specific levers-Products, Tactics, Duration, and KPIs-that directly dictate the memory usage and calculation time for any given promotion event.

NEW QUESTION # 26

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