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Salesforce Certified Sales Cloud Consultant Sample Questions (Q41-Q46):

NEW QUESTION # 41

Cloud Kicks has purchased a list of prospects and wants sales reps to contact and measure the return on investment (ROI) of the purchased list.

Which solution should the consultant recommend?

- A. Import the list as new Leads and update the Lead Source to "Purchased Lead".
- **B. Import the list as new Leads and map the Campaign during import.**
- C. Import the prospects as Contacts and assign them to Accounts.

Answer: B

Explanation:

To measure the ROI of a purchased prospect list, importing the list as new Leads and mapping the Campaign during import is recommended. Here's why:

* Campaign Attribution: By associating the leads with a specific campaign, CK can easily track ROI by monitoring campaign-related metrics such as conversions, sales, and revenue directly attributable to the purchased list.

* Lead Tracking and Management: Importing as Leads allows for centralized tracking of all new prospects, enabling sales reps to follow up and progress leads through the sales funnel. Associating these leads with a campaign helps assess the effectiveness of the purchased list.

* Salesforce Best Practices: Salesforce recommends using Campaigns to track marketing initiatives and their ROI. By mapping leads to a campaign, CK can leverage standard Salesforce campaign reporting to assess effectiveness and ROI.

* References: Salesforce's documentation on Leads and Campaign Management provides details on importing leads and associating them with campaigns for ROI tracking.

In summary, importing the list as new Leads and mapping the Campaign during import (Option C) allows Cloud Kicks to effectively track and measure the ROI of the purchased list.

NEW QUESTION # 42

Northern Trail Outfitters wants to migrate its Sales Territories to a new structure for the upcoming fiscal year.

Which aspect should a consultant consider for this migration?

- A. Territory user assignments are migrated to the new model.
- **B. Access to a territory model is controlled through profiles or permission sets.**
- C. Only one territory model can be active at any given time.

Answer: B

Explanation:

When migrating to a new territory structure, it is important to consider that only one territory model can be active at any given time.

Here's why:

* Territory Model Activation: In Salesforce, only one territory model can be active simultaneously.

This means that when transitioning to a new structure, the existing active model must be deactivated, and the new model activated in its place.

* Planning and Transition: Knowing that only one model can be active at a time is crucial for planning the transition. This ensures that Northern Trail Outfitters can prepare and test the new model without disrupting the current active territories until the migration is complete.

* Salesforce Best Practices: Salesforce recommends testing territory models before activation and planning activations carefully, particularly in a fiscal transition to avoid access issues and ensure a smooth switch.

* References: More information on Territory Management can be found in Salesforce documentation, which outlines guidelines for activating and managing territory models.

In summary, the consultant should consider that only one territory model can be active at any given time (Option A) to ensure a smooth migration to the new structure.

NEW QUESTION # 43

Universal Containers (UC) recently implemented new Sales Cloud solutions. UC stakeholders believe that user adoption is best measured by the login rate.

Which additional key metric should the consultant recommend?

- A. Events synchronized in the last 30 days
- B. Cases closed in the last 30 days
- **C. Opportunities created in the last 30 days**

Answer: C

Explanation:

While login rate is an indicator of system usage, a better measure of adoption in Sales Cloud is the number of Opportunities created, as it reflects actual engagement with sales activities. Monitoring the number of Opportunities created in the last 30 days can show if users are actively utilizing Sales Cloud for core functions like managing potential sales.

* Opportunity Creation as a Key Adoption Metric: Creating Opportunities indicates that sales reps are actively using the platform to track sales activities, which is a primary function of Sales Cloud.

* Complementing Login Metrics: This metric goes beyond mere logins to show that users are performing valuable tasks within the system, offering a more comprehensive view of adoption.

Option B (Events synchronized) and Option C (Cases closed) are not as directly tied to core sales activities in Sales Cloud. Salesforce highlights Opportunity management as a critical adoption metric, as noted in their Salesforce Adoption Guide.

NEW QUESTION # 44

Cloud Kicks (CK) has an external enterprise resource planning (ERP) system that stores product order information.

CK wants to view those orders as a related list on the Account record in real time.

Which best practice should the consultant recommend?

- A. Create a Lightning component, Get the real-time product order Information from the ERP system using a REST integration. Add the component to the account page.
- B. Create a custom product order information object. Run a nightly batch job to get details from the ERP system. Add the custom object as a related list on the Account.
- C. Implement Salesforce Connect and an external object to get real-time product order information. Add the external object as a related list on the Account.

Answer: C

Explanation:

Salesforce Connect allows for real-time integration with external systems by creating external objects that act as virtual representations of external data within Salesforce. This is ideal for situations where data must be accessed in real-time, as with Cloud Kicks' ERP system and product order information. By using Salesforce Connect, CK can display external data directly in Salesforce as a related list on the Account without the need for nightly batch jobs or custom components.

Creating a Lightning component for REST integration or using a custom object with a batch job are alternatives but do not offer the same seamless, real-time access that Salesforce Connect provides.

Salesforce Documentation References:

Salesforce Connect Overview

Using External Objects in Salesforce

NEW QUESTION # 45

Cloud Kicks has organization-wide defaults set to Private for Account.

With the rollout of Opportunity Teams, what should a consultant consider?

- A. The Opportunity's Account will be implicitly Read for the team.
- B. The Opportunity will be implicitly Write for the team.
- C. Opportunity should be set to Public Read/Write first.

Answer: A

Explanation:

With Opportunity Teams, Salesforce provides implicit sharing of related records. When an Opportunity is shared with a team, members gain Read access to the associated Account, even if the Account is set to Private in organization-wide defaults. This implicit sharing allows team members to have the necessary context on the Account without changing broader Account access permissions.

NEW QUESTION # 46

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