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# Salesforce Certified B2B Solution Architect Exam Sample Questions (Q19-Q24):

#### **NEW QUESTION #19**

During a B2B multi-cloud implementation, an executive sponsor from Universal Containers (UC) approaches the Solution Architect to discuss ongoing support and new functionality that will be rolled out to support UC. The current implementation supports Experience Cloud, Service Cloud, and Sales Cloud.

Which three recommendations should a Solution Architect make to ensure features are enabled without impacting user efficiency? Choose 3 answers

- A. Give users the ability to opt-out of any new feature they dislike.
- B. Communicate and train users on new features.
- C. Give users a way to raise support tickets for new features they do not understand.
- D. Ensure development, training, and production environments are in place.
- E. Fully document all customizations added to the system.

#### Answer: B,D,E

#### Explanation:

Option C seems correct because it is important to document all the customizations added to the system, such as code, configuration, integrations, etc., so that they can be easily understood, maintained, and updated by the support team or future developers. Option D seems correct because it is essential to communicate and train users on new features that are rolled out to support UC's business needs and goals. This can help users adopt the new features faster and more effectively, as well as reduce confusion or frustration.

Option E seems correct because it is advisable to have separate environments for development, training, and production purposes. This can help ensure that new features are developed and tested in a safe and isolated environment before being deployed to the production environment where they can affect real users and data.

#### **NEW QUESTION #20**

A Solution Architect has gathered requirements from discovery with Northern Trail Hot Tubs below:

- \* Northern Trail Hot Tubs sells through a B2B2C model with Dealers.
- \* Northern Trail Hot Tubs tracks Dealer Opportunities in Salesforce, but wishes to have more insight into the sales process from its Dealers.
- \* Dealers would like to be able to get custom Hot Tub pricing quickly from Northern Trail Hot Tubs without having to wait for configuration estimates to come back from Northern Trail Hot Tubs.
- \* Northern Trail Hot Tubs supports itsDealers and Customers directly, and Dealers would like better insight into support that their Customers receive.

Which capabilities should a Solution Architect suggest to provide to Northern Trail Hot Tub Dealers?

- A. Experience Cloud and Service Cloud for Dealers to be able to request pricing through Cases and track Customer Cases
- B. Experience Cloud and Sales Cloud for Dealers to be able to create Opportunities and add Opportunity Products
- C. Experience Cloud and Revenue Cloud for Dealers to get Quotes and view Cases
- D. B2B Commerce for Dealers to get pricing and Service Cloud for Cases

#### Answer: C

#### Explanation:

Experience Cloud can provide dealers with a self-service portal to track opportunities and support cases, while Revenue Cloud (which includes Salesforce CPQ) can enable dealers to get custom pricing and generate quotes quickly. This combination meets all the outlined requirements, providing visibility into the sales process and support activities, as well as enabling efficient quoting. Salesforce's documentation on the capabilities of Experience Cloud and Revenue Cloud supports this recommendation.

#### **NEW OUESTION #21**

Universal Containers (UC) uses Marketing Cloud and recently added Sales Cloud to manage its business activities, as well as B2B Commerce to redesign its website. Today, a lead is created each time a customer leaves the site without finalizing their purchase. The number of leads created is increasing and representatives can no longer meet their callback deadlines.

With the new website, UC wants to increase the number of finalized sales and offer similar products to customers while reducing the Sales team's workload. Sales representatives should only call back customers if there is an upsell or cross-sell opportunity. Which three recommendations should a Solution Architect make to meet these needs' Choose 3 answers

- A. Put all leads from the abandoned carts in a queue.
- B. Create an opportunity when a customer clicks a cross-sell or upsell email link.
- C. Send automated emails in Sales Cloud with discounted offers to customers who abandoned their cart.
- D. Stop creating leads in Sales Cloud for abandoned carts.
- E. Set up lead nurturing with Marketing Cloud and automate emails through journeys.

Answer: B,C,E

#### **NEW QUESTION #22**

AC Computers is launching a new subscription bundle service and plans to primarily sell through direct sales and a website storefront for existing customers. Direct Sales needs the ability to configure complex deals and manage subscription. Existing customers need the ability to initialize a request for additional products and services from the storefront and seamlessly send the request directly to Sales to finalize the quote.

Which three recommendations should a Solution Architect make to meet these business requirements?

Choose 3 answers

- A. CPQ B2B Commerce Connector
- B. Salesforce Order Management
- C. Salesforce Billing
- D. Salesforce CPQ
- E. B2B Commerce

#### Answer: C,D,E

#### Explanation:

Salesforce CPQ2: This is a tool that helps direct sales configure complex deals and manage subscriptions. It also allows existing customers to request additional products and services from a self-service portal and send them to sales for approval. Salesforce Billing2: This is a tool that handles invoicing and payment collection for subscription-based businesses. It integrates with Salesforce CPQ and other Salesforce clouds to automate billing processes and ensure accuracy.

B2B Commerce2: This is a tool that enables existing customers to buy products and services online from a branded storefront. It also integrates with Salesforce CPQ and other Salesforce clouds to provide a seamless customer experience.

#### **NEW OUESTION #23**

UC Foods, a manufacturing company, has multiple sales channels including a front-line Sales team and channel partners who are currently enabled on Sales Cloud as well as a Partner Community. The company wants to establish a new B2B Commerce portal to lower the cost of sales by enabling self-service capabilities to automate sales wherever possible. The executive sponsor is concerned that sales representatives might see the B2B channel as a threat to their ability to sell and, therefore, earn higher commissions. Which two use cases should the Solution Architect highlight to help the executive sponsor better understand the appropriate role for B2B Commerce as it relates to existing sales channels?

Choose 2 answers

- A. Highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone.
- B. Highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts.
- C. Highlight that the B2B portal will be a useful tool to help improve customer communications and enhance customer engagement by providing faster updates on their orders as they are fulfilled.
- D. Highlight that the B2B portal is meant to handle high-complexity sales that are ideal for automation, leaving the Sales team to handle less complex, higher-margin sales.

### Answer: A,B

#### Explanation:

Salesforce B2B Commerce is a solution that enables organizations to create ecommerce storefronts that are specifically designed for businesses making large volume purchases from other businesses online. B2B Commerce customers need easy online access to suppliers so they can buy products to run their businesses.

According to 3, B2B Commerce makes business buying easy and individualized. It provides the ability to exceed expectations and hide business complexity for customers with features such as personal catalogs, accurate pricing, large orders, quick reorders, self-service account management, and more.

Therefore, a Solution Architect should highlight that the B2B portal is meant to tackle more routine, low-complexity sales, allowing the Sales team to focus on the more complex sales and priority accounts. This way, UC can lower the cost of sales by automating simple transactions and freeing up sales resources for higher-value opportunities.

A Solution Architect should also highlight that the B2B portal will help the company grow and expand into new geographies where the company does not currently have a sales footprint, resulting in more rewards for everyone. This way, UC can leverage its online presence to reach new markets and customers without investing in physical infrastructure or personnel. https://trailhead.salesforce.com/en/content/learn/modules/cc cccapability/cc ccbasics b2b

### **NEW QUESTION # 24**

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