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## Salesforce Certified Platform Strategy Designer Sample Questions (Q57-Q62):

NEW QUESTION # 57

Cloud Kicks (CK) wants to make sure its customers understand the link between its product and its goal of sustainable manufacturing. CK initiates a project to integrate sustainable messaging into its commerce experience. What should the strategy designer use to ensure the new sustainability messaging is desirable to customers?

- A. Customer interviews
- B. Content strategy
- C. Journey mapping

**Answer: A**

Explanation:

Conducting customer interviews is a direct and effective method to ensure that sustainability messaging resonates with customers. Through these conversations, the strategy designer can gather insights into customer values and preferences, guiding the development of messaging that aligns with customer expectations and enhances the desirability of the brand's commitment to sustainable practices.

#### **NEW QUESTION # 58**

A cross disciplinary team is starting a new design initiative for Cloud Kicks, and the strategy designer is leading the effort. What is one way to increase the team's psychological safety to encourage productive collaboration?

- A. Ask everyone to share a personal experience.
- B. Ask everyone to introduce themselves via title and greatest success
- C. Ask everyone their expected level of project involvement.

**Answer: A**

Explanation:

One way to increase the team's psychological safety to encourage productive collaboration is to ask everyone to share a personal experience, as this helps build trust, empathy, and rapport among team members. Asking everyone their expected level of project involvement or introducing themselves via title and greatest success may not foster psychological safety, as they may create hierarchy, pressure, or competition.

#### **NEW QUESTION # 59**

Cloud Kicks has expanded its business recently by offering customizable footwear and the ability to price by customer. Along with Sales Cloud, they are looking into additional product options that would help sales reps configure their orders easily. Which Salesforce product should be considered for this business need?

- A. Revenue Cloud
- B. Marketing Cloud
- C. Commerce Cloud

**Answer: A**

Explanation:

Revenue Cloud is a Salesforce product that should be considered for this business need. It helps sales reps configure their orders easily by providing guided selling, dynamic pricing, contract management, billing automation, and revenue recognition features. It integrates with Sales Cloud to enable seamless quote-to-cash processes. <https://www.salesforce.com/products/revenue-cloud/overview/>

#### **NEW QUESTION # 60**

Cloud Kicks has a complex manufacturing process that allows several factories to contribute to the production of a custom footwear order. The design team is asked to make a new, more efficient process to reduce the time between order placement and delivery to customers.

Which approach should the team use?

- A. Jobs to Be Done framework
- B. Business process modeling
- C. Customer journey mapping

## **Answer: B**

Explanation:

Business process modeling is the most suitable approach for redesigning a complex manufacturing process. It allows for the visualization, analysis, and optimization of the production workflow, identifying inefficiencies and opportunities for streamlining operations to reduce lead times.

## **NEW QUESTION # 61**

An online retailer developing a new sales strategy that releases a new, limited time promotion every 10 minutes to keep shoppers engaged.

The retailer's strategy designer has concerns that the promotion falls into an ethical risk zone around addiction. Which strategy should be used to bring potential issues to light?

- A. Design a workshop for the team to slow down and think through the potential consequences of
- B. Release the project as intended knowing customer feedback will force the concerns to be
- C. Create a provocative presentation showing how strategies like these will lead to unhealthy

## **Answer: A**

Explanation:

The best strategy to use to bring potential issues to light for a sales strategy that falls into an ethical risk zone around addiction is to design a workshop for the team to slow down and think through the potential consequences of the strategy and uncover stakeholder perspectives, as this helps foster ethical awareness, reflection, and dialogue. Releasing the project as intended or creating a provocative presentation may not address the ethical risk or create alignment.

## **NEW QUESTION # 62**

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