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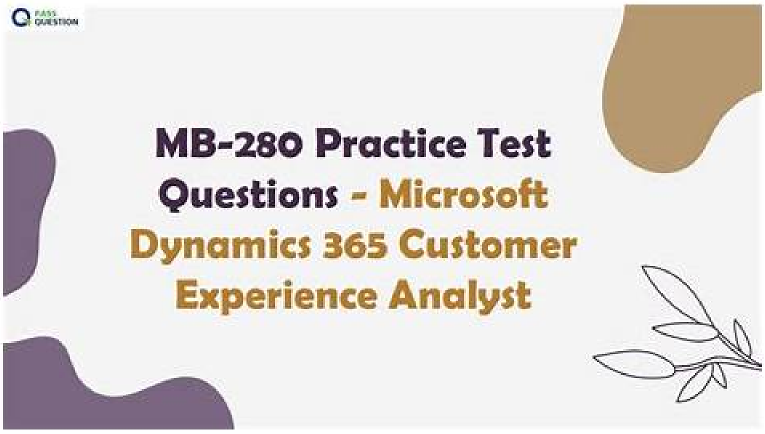

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Microsoft MB-280 Exam Syllabus Topics:

Topic	Details
Topic 1	• Implement Dynamics 365 Sales: This section focuses on the essential processes for setting up and managing Dynamics 365 Sales effectively for Dynamics 365 Sales Professionals.
Topic 2	• Implement the Dynamics 365 App for Outlook: This section emphasizes the integration of Dynamics 365 with Outlook to enhance productivity and streamline sales processes for Dynamics 365 Sales Professionals.

Topic 3	• Implement Security and Customizations in Dynamics 365 Sales: This section addresses the implementation of security measures and customization options within Dynamics 365 Sales for Dynamics 365 Sales Professionals.

Microsoft Dynamics 365 Customer Experience Analyst Sample Questions (Q140-Q145):

NEW QUESTION # 140
A large construction company uses Dynamics 365 Sales to manage their sales pipeline.
All future jobs are logged in the system as opportunities. Depending on the type of work, some opportunities close faster, and others take longer due to dependency on the third-party vendors.
The sales team does NOT currently use the "On hold" option, as it does NOT provide enough details.
When working with open opportunities, the sales manager wants to know whether opportunities are pending permits or require asbestos removal. You need to ensure that a salesperson can only select the "Pending Permits" or "Asbestos Removal" option when working with their opportunities to indicate the deal is taking longer.
What should you do?

- A. Edit the statecode column: rename the "On hold" status to "Asbestos Removal" and add a new "Pending Permits" status value.
- B. Edit the statuscode column: add "Pending Permits" to the "Open" status reason values, and rename "On hold" to "Asbestos Removal. "
- C. Edit the statecode column: rename the "Open" status value to "Asbestos Removal" and add a new "Pending Permits" status value.
- D. Edit the statuscode column: add "Asbestos Removal" and "Pending Permits" status values to the "Open" status reasons.

Answer: D

Explanation:
Statuscode in Dynamics 365 Sales refers to the reason or sub-status of the current state (like Open, Closed, etc.). The best approach is to add new values to the "Open" status reason (statuscode), such as "Pending Permits" and "Asbestos Removal," which gives the salesperson more granular detail about why the opportunity is taking longer without changing the core workflow of the sales process.
Statecode controls the overall state (e.g., Open, Won, Lost) and is not suitable for such detailed tracking. Renaming or adding values to the statecode column (as suggested in other options) would not provide the desired level of detail, as the statecode should stay consistent with the standard open/ closed statuses.

NEW QUESTION # 141
A company uses Dynamics 365 Sales Professional.
A new enterprise sales owner team must be created. The sales manager will be responsible for adding members and removing members from the team; a developer is available to assist.
You need to create the new team.
Which two values must you configure? Each correct answer presents part of the solution.
(Choose two.)
NOTE: Each correct selection is worth one point.

- A. Team channel name
- B. Business unit name
- C. Team name
- D. Team administrator
- E. Team description

Answer: C,D

Explanation:
Create an owner team
1. Make sure that you have the System Administrator, Sales Manager, Vice President of Sales, Vice President of Marketing, or CEO-Business Manager security role or equivalent permissions.

2. Go to Settings > Security. In Microsoft Dynamics 365 for Outlook, go to Settings > System > Security.
3. Select Teams.
3. On the Actions toolbar, select New button.
5. Enter a team name.
6. Select a business unit. [Only for Dynamics 365 Sales Enterprise].
7. Enter an administrator.
8. Select Owner in Team Type.
9. Complete other required fields, and then select Save.
If you don't select the business unit to which the team will belong, by default, the root business unit is selected. The root business unit is the first business unit created for an organization. [Only for Dynamics 365 Sales Enterprise] Reference:

NEW QUESTION # 142
A sales manager wants to implement an automated system to assign leads to the appropriate salesperson based on the region. Which features should be configured to achieve this? (Select threE.

- A. Auto-Numbering
- B. Queues
- C. Custom Dashboards
- D. Routing Rules
- E. Assignment Rules

Answer: B,D,E

NEW QUESTION # 143
You are the Dynamics 365 administrator at an organization that uses both Dynamics 365 Customer Insights - Journeys and Dynamics 365 Sales.
You have configured Customer Insights - Journeys to create leads from web form submissions. You also allow your sales users to create leads using the user interface.
Your organization has recently hosted an event at a conference.
* You have a Customer Insights - Journeys web form to capture leads immediately at the conference.
* You expect sales users to enter lead information for prospects they meet at the event in the week after the conference.
You need to keep your data clean while also capturing all the valid leads from the event. What should you do?

- A. Go to the form in Customer Insights - Journeys and update the form so that it can either create new leads or update existing leads.
- B. Go to The settings area in Customer Insights - Journeys and ensure the default form matching strategy is selected.
- C. Go to business management settings and enable duplicate detection on leads based on email.
- D. Go to the classic editor and remove Create permissions from the security group for sales users.

Answer: C

Explanation:
Requirement Analysis:
The organization is collecting lead data from two sources: a web form created in Customer Insights - Journeys and manual entries by sales users. This setup could lead to duplicate entries if a lead is submitted through the web form and then entered manually by a sales user afterward.
To ensure data integrity and avoid duplication, it is essential to implement a mechanism that identifies and manages duplicates automatically.
Solution - Enabling Duplicate Detection:
In Dynamics 365, duplicate detection can be configured to alert users or prevent the creation of records that already exist based on certain criteria (such as email).
By enabling duplicate detection based on email addresses, the system will compare incoming lead data with existing records and prompt users if a duplicate is identified. This feature will ensure that leads collected from different sources are not duplicated unnecessarily.
Steps to Enable Duplicate Detection for Leads Based on Email:
Navigate to Settings > Data Management > Duplicate Detection Rules in Dynamics 365.
Create a new Duplicate Detection Rule for the Lead entity. Specify that the system should check for duplicate records based on the email field.
Publish the rule and ensure it is activated.

After activation, this rule will prompt users whenever a duplicate email is detected, either from the Customer Insights - Journeys web form or manual entry by sales users.
Reference:
Benefits of Using Duplicate Detection:
This approach does not restrict users from creating leads but ensures that duplicate entries are flagged, allowing users to review and decide whether to proceed.
It maintains data cleanliness by preventing unnecessary duplicates while ensuring all valid leads are captured from different sources.
By implementing this solution, the organization can effectively manage potential duplicate leads, keeping the data clean and accurate across both Customer Insights - Journeys and Dynamics 365 Sales.

NEW QUESTION # 144
Hotspot Question
A company sends its salespeople to trade shows to meet potential customers. One day after the trade shows, the salespeople currently send a follow-up email manually to the potential customers they met. They would like a task to remind them to call the potential customers a week after that.
You need to increase the follow-up rate for salespeople after a tradeshow.
Which actions should you take? To answer, select the appropriate options in the answer area.
NOTE: Each correct selection is worth one point.
□

Answer:

Explanation:
□
Explanation:
Automate the tradeshow follow-up process: Implement sequences - This helps automate tasks such as sending follow-up emails and setting reminders for salespeople.
Ensure that the process applies only to tradeshow leads: Use segments - This filters the leads specifically generated from tradeshows, ensuring the process applies only to them.
Ensure proper timing of activities: Set relative due date - This will ensure tasks, such as a follow- up call, are scheduled at appropriate intervals (e.g., a week after the email).

NEW QUESTION # 145
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