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## Sales-Con-201 questions and answers

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## Salesforce Certified Sales Cloud Consultant Sample Questions (Q83-Q88):

### NEW QUESTION # 83

Cloud Kicks is restructuring its sales teams to align with its product lines. Each sales rep will focus only on the accounts they've been assigned.

Sales reps will run specific product upsell processes.

Which action should the consultant take to support a successful sales team transition?

- A. Meet with executive sales leadership to understand the requirements for record sharing.
- **B. Meet with territory sales leadership to design territory assignment rules.**
- C. Meet with sales reps to review products they are assigned and implement Opportunity Teams.

**Answer: B**

Explanation:

To support the transition to product-line-based sales teams, the consultant should meet with territory sales leadership to design territory assignment rules. Here's why:

\* **Territory Management:** Salesforce's Territory Management functionality allows organizations to define rules that assign accounts to specific sales reps based on criteria like product lines. By meeting with leadership, the consultant can ensure that territory assignments align with CK's restructuring goals.

\* **Alignment with Sales Strategy:** Territory assignment rules can be customized to focus sales reps on the specific accounts they are responsible for, ensuring the reps only see and work on the accounts within their designated territory.

\* **Salesforce Best Practices:** Engaging with territory leadership ensures that territory assignment rules align with business strategies, helping facilitate a smooth transition and effective realignment of sales teams.

\* **References:** More details can be found in Salesforce documentation on Enterprise Territory Management, which explains how to create and manage territory assignments effectively.

In summary, meeting with territory sales leadership to design territory assignment rules (Option A) will enable a successful sales team transition by aligning with Cloud Kicks' new sales structure.

#### **NEW QUESTION # 84**

The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org.

What should the consultant do to convert a Lead into a Person Account?

- **A. Leave the Company field blank.**
- B. Create an Apex trigger on the Lead object.
- C. Enable Contact Roles.

**Answer: A**

Explanation:

When Person Accounts are enabled in a Salesforce organization, they allow users to represent individual customers without the need for an associated company. To convert a lead into a Person Account, the key step is to leave the "Company" field blank on the lead record. This signals Salesforce to convert the lead into a Person Account rather than a Business Account.

Here's how it works:

\* **Person Account Conversion Criteria:** Salesforce uses the presence or absence of data in the Company field to determine whether to convert a lead into a Business Account (when Company is populated) or a Person Account (when Company is blank).

\* **Streamlined Process:** Leaving the Company field blank during lead entry ensures that the lead is treated as an individual, resulting in a Person Account upon conversion. No additional configurations or custom triggers are needed.

\* **Person Account Use Cases:** Person Accounts are especially useful for B2C scenarios where individual customers do not have a company affiliation, as they combine Account and Contact functionalities into a single record.

Option A (Enable Contact Roles) and Option C (Create an Apex Trigger) are not necessary for this task, as Person Account conversion can be handled directly by Salesforce's standard lead conversion logic. For more details on converting leads to Person Accounts, refer to Salesforce's Person Accounts documentation.

#### **NEW QUESTION # 85**

Cloud Kicks (CK) has hired a consultant to help enhance its current Salesforce implementation.

What should the consultant do first to help CK meet its business requirements?

- A. Define the solution.
- B. Design the architecture.
- **C. Conduct discovery sessions.**

**Answer: C**

Explanation:

The first step in assisting Cloud Kicks with enhancing its Salesforce implementation is to conduct discovery sessions. This initial phase is crucial for gathering requirements, understanding business processes, and identifying the specific needs and challenges of the organization.

\* Importance of Discovery: Discovery sessions provide insights into CK's existing setup, key pain points, and desired improvements, forming the foundation for solution design and implementation.

\* Building a Requirements-Driven Solution: By thoroughly understanding CK's needs through discovery, the consultant can tailor the solution to meet business requirements effectively.

Option B (designing the architecture) and Option C (defining the solution) come after gathering the necessary information through discovery sessions. For more details, see Salesforce's Guide on Conducting Discovery Sessions.

### NEW QUESTION # 86

Sales leadership at Universal Containers is concerned that sales reps are negotiating deals with contacts without the authority to make a decision, resulting in lost deals.

What should the consultant recommend to resolve the issue?

- A. Allow sales reps to mark the contact on each opportunity as "Primary" to indicate the decision maker.
- **B. Require sales reps to add the stakeholder as the decision maker on each opportunity before the rep can progress the stage.**
- C. Enable Opportunity Teams so sales reps can track the decision maker for each opportunity.

**Answer: B**

Explanation:

To avoid lost deals due to negotiating with non-decision makers, requiring sales reps to identify and designate a contact as the decision maker on each opportunity ensures that the appropriate stakeholders are involved.

This approach enforces the validation of the decision maker role, which can help prevent deals from stalling or being lost due to lack of authority on the contact's part. Salesforce allows configuration of required fields or processes to make sure critical information is captured before advancing stages, helping align the sales process with effective decision-making structures.

Refer to Salesforce's Opportunity Contact Roles documentation for further insights on managing contacts in opportunities.

### NEW QUESTION # 87

Universal Containers (UC) has an Account Hierarchy of customer accounts, with parent accounts representing corporate headquarters and child accounts representing franchises. The VP of sales believes that many franchises are missing from UC's Sales Cloud org because sales reps are unaware of them.

What should the consultant recommend to fill in the missing franchises?

- A. Utilize Sales Engagement to add an External ID to the data.
- B. Download the Data Quality Analysis Dashboard from AppExchange.
- **C. Implement a data enrichment package from AppExchange.**

**Answer: C**

Explanation:

A data enrichment package from AppExchange can help identify and fill in missing data, such as unlisted franchises, by integrating external data sources to supplement Salesforce records. These packages typically use third-party data services to provide additional account information, ensuring that sales reps have a more complete view of account hierarchies.

This approach aligns with Salesforce's recommendations for managing account data and enhancing the quality of CRM records, as data enrichment tools can automatically update and add missing entries.

### NEW QUESTION # 88

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