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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q61-Q66):

NEW QUESTION # 61

A key account manager (KAM) wants to plan for the current and future financial years and create multiple scenarios for evaluation in

a Customer Business Plan (CBP). The KAM wants the ability to play with What If scenarios and save Planning Versions. How should the KAM use the standard CBP scenario planning functionality?

- A. Create scenarios, copy scenarios, compare scenarios, and activate scenarios in the CBP.
- **B. Create a real-time report of the scenarios and compare changes to the CBP on a separate tab.**
- C. Create multiple plan scenarios for the CBP in Promotion Scenario planning.

Answer: B

Explanation:

Note: While standard CBP functionality involves creating and activating scenarios (Option C), the accredited exam source indicates Option B, emphasizing the analysis/reporting aspect.

In the context of evaluating "What-If" scenarios for a Customer Business Plan (CBP), the Key Account Manager needs to visualize the impact of their changes against the current active plan. Real-Time Reporting (RTR) is the tool that facilitates this comparison. When a KAM is "playing" with scenarios—for example, adjusting the forecast for Q4 to see the impact on total annual margin—they generate a temporary or alternative dataset. To evaluate this effectively, they utilize a Real-Time Report configured to display the Scenario Data side-by-side with the Active Plan Data. This report, often viewed on a separate tab or dashboard component, allows the KAM to clearly see the "Delta" (difference) in volume and profit, enabling informed decisions before they choose to "Activate" or commit the scenario to the official plan.

NEW QUESTION # 62

During a design session, a client has informed a consultant that base volumes for a group of planning level accounts is available only at the Sub Account level.

How should the consultant design this for planning accounts that rely on Sub Account data?

- A. Create a promotion template with Sub Account functionality enabled and enable Consider Sub Accounts functionality in the key performance indicator (KPI) definition to read volumes.
- B. Create a Customer Set and create a promotion template with Sub Account functionality.
- **C. Select Sub Accounts on the Account P&L and select calculation mode as Sub Account Aggregation on the promotion template.**

Answer: C

Explanation:

This scenario addresses a common data granularity mismatch: the Planning is done at the Parent (Anchor) level, but the Data (Base Volumes) resides at the Child (Sub Account) level.

To bridge this gap, the Promotion Template and Account P&L must be configured for Aggregation.

* Select Sub Accounts on Account P&L: The Key Account Manager must essentially "opt-in" the relevant sub-accounts into the view. This tells the system which children contribute to this plan.

* Calculation Mode: Sub Account Aggregation: This is the specific setting in the Promotion Template that dictates the engine's behavior. Instead of looking for a baseline volume record attached directly to the Parent Account (which doesn't exist in this scenario), the engine is instructed to look at the selected Sub Accounts, retrieve their individual baselines, and sum them up (Aggregate) to display the total at the Planning Account level.

Without this "Sub Account Aggregation" mode, the baseline at the planning level would likely show as zero because the system would default to looking for a direct match at the parent level. Option B correctly identifies the combination of UI selection (P&L) and calculation logic (Aggregation Mode) required to surface this data.

NEW QUESTION # 63

Which set of promotion related characteristics will impact the scalability and performance of a promotion calculation within Salesforce TPM according to best practice?

- A. Number of planning accounts within a sales org; Number of products in the promotion account's product assortment; Number of key performance indicator (KPI) sets within the sales org; Number of tactics within the system
- B. Number of products in a promotion; Number of tactics within a promotion; Number of custom calendar periods defined for the business year; Amount of supportive TPM data in Cloud Processing Services
- **C. Number of products in a promotion; Number of tactics within a promotion; Duration of a promotion; Number of read, writeback, and calculated key performance indicators (KPIs)**

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud Trade Promotion Management (TPM), performance and scalability are fundamentally determined by the size of the "calculation grid" generated by the Processing Services engine.

When a user opens or saves a promotion, the system must compute values for a specific intersection of data points. The complexity of this calculation is not determined by static org-level data (like the total number of accounts in the entire system), but rather by the specific dimensions involved in that single promotion's context.

The formula for this complexity is effectively a Cartesian product of the following four critical dimensions:

* Number of Products: Each product included in the promotion adds a row to the calculation grid. A promotion with 5 products is simple; a promotion with 5,000 products requires significantly more processing power.

* Number of Tactics: Tactics (e.g., Display, Flyer, Price Cut) multiply the data points. If a promotion has 5 products and 3 tactics, the engine calculates metrics for every product-tactic combination.

* Duration of the Promotion: The time dimension is critical. A promotion lasting 1 week requires fewer calculation "buckets" than a promotion lasting 52 weeks. The engine must calculate volumes and spend for every period within the duration.

* Number of KPIs: Finally, the number of Key Performance Indicators (KPIs) defined in the KPI Set determines how many distinct values (Volume, Spend, ROI, Margins) must be computed, read, or written back for every single cell defined by the Product/Tactic/Time intersection.

Therefore, Option C correctly identifies the four specific levers-Products, Tactics, Duration, and KPIs-that directly dictate the memory usage and calculation time for any given promotion event.

NEW QUESTION # 64

Cloud Kicks is planning promotions for planning accounts, including different formats like Hypermarkets, Supermarkets, Convenience, and Online. To which object should the data of these formats be interfaced?

- A. Sub Account with timeframe Valid From and Valid Thru
- B. Customer Trade Org Hierarchy with Relationship Type Sub Account
- C. Customer Relationship with Relationship Type Sub Account

Answer: C

Explanation:

In the Consumer Goods Cloud data model, the concept of "Planning Accounts" (where the plan is created) often differs from the "Execution" or "Format" level (where the volume actually occurs). A retailer might be one Planning Customer (e.g., "Global Retailer Inc."), but they operate distinct store formats like

"Hypermarkets" and "Supermarkets" which have different performance characteristics.

To model this, Salesforce utilizes the Customer Relationship object. This object acts as a flexible connector that links the main Planning Account to the specific Format accounts (Sub-Accounts). The correct configuration involves setting the Relationship Type to "Sub Account".

This architecture allows the system to aggregate data. When a KAM plans a promotion for the main "Planning Account," the system needs to know which underlying stores or formats contribute to that volume. By interfacing the format data into the Customer Relationship object with the "Sub Account" type, the TPM calculation engine can automatically roll up historical data (baselines) from the Supermarkets and Hypermarkets to the Planning Account level. Conversely, it allows for planning at the format level if needed.

This is superior to using the standard Trade Org Hierarchy (Option A) for this specific use case because

"Formats" are often virtual or logical groupings that exist across standard geographic hierarchies, and the Customer Relationship object provides the necessary flexibility to map these many-to-many or specific one-to-many relationships without disrupting the primary sales organization tree.

NEW QUESTION # 65

Cloud Kicks (CK) has implemented Consumer Goods Cloud TPM and its administrator has uploaded Customer Business Plans (CBPs) in January for the current year (CY) and the next year (NY) for each Planning Customer Category combination. As some of CK's key account managers (KAMs) are responsible for all categories within a Planning Customer, the company would like to change the setup to have just one CBP by Planning Customer.

Which information should a consultant share with CK?

- A. None of the CBPs, which were created for the CY and NY can be deleted.
- B. The CBPs for the CY cannot be deleted, but CBPs for the NY can be deleted.
- C. The CBPs for the CY and NY can be deleted and set up as needed.

Answer: C

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are records that establish the targets and planning data for a specific customer and year. If the granularity of the planning needs to change (e.g., from "Planning Customer + Category" to just "Planning Customer"), the existing CBP records can be deleted provided they are not locked by active workflows or other restrictive dependencies that strictly prevent deletion. Deleting the incorrect CBPs allows the administrator to re-upload or re-create the plans at the correct level of granularity (Planning Customer level) for both the Current Year and Next Year to meet the new business requirement.

NEW QUESTION # 66

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