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In the modern world, obtaining Sales-Con-201 certification is essential. With the growing popularity of Salesforce, the demand for professionals holding this Salesforce Certified Sales Cloud Consultant (Sales-Con-201) certification holders has increased significantly. Unfortunately, many candidates fail to pass the Sales-Con-201 Exam due to outdated Salesforce Certified Sales Cloud Consultant (Sales-Con-201) exam study material. Such failure can lead to the loss of time, money, and confidence.

Salesforce Certified Sales Cloud Consultant Sample Questions (Q31-Q36):

NEW QUESTION # 31

Cloud Kicks is implementing Sales Territories for its retail sales unit. The sales director is requesting a detailed roll-up forecast for territories.

What should the consultant recommend?

- A. Assign a role for each manager in the user role hierarchy.
- **B. Assign a Forecast Manager to each region.**
- C. Include the Forecast Manager field on the Account page layout.

Answer: B

Explanation:

The Forecast Manager role is essential in Salesforce when working with Territory Forecasts. By assigning a Forecast Manager to each region, Salesforce can generate a roll-up forecast based on the territories managed within that region. The Forecast Manager oversees the forecasting process and can provide the sales director with the requested detailed roll-up forecast for each territory. Including the Forecast Manager field on the Account page layout or assigning roles in the user role hierarchy is useful for access control and organizational structure, but they do not directly impact the roll-up forecast functionality for territories. Assigning a Forecast Manager ensures accurate and hierarchical forecasting as per regional sales performance.

Salesforce Documentation References:

Set Up Collaborative Forecasts by Territory

Forecast Manager Role in Territory Management

NEW QUESTION # 32

Cloud Kicks needs to implement a group of campaigns that are related to a specific marketing initiative to report on success. What should a consultant recommend to meet the requirement?

- A. Create a custom Campaign Purpose field.
- B. Create a custom Campaign Group object.
- **C. Use the existing Parent Campaign field.**

Answer: C

Explanation:

Cloud Kicks needs to group campaigns related to a specific marketing initiative to report on their collective success. The consultant should recommend using the existing Parent Campaign field to create a campaign hierarchy.

Key Points:

* Campaign Hierarchies: Salesforce allows users to relate campaigns using the Parent Campaign field, forming a hierarchy. This hierarchy can be up to five levels deep and include an unlimited number of sibling campaigns.

* Grouping Campaigns: By designating a Parent Campaign (e.g., the marketing initiative), all related campaigns (child campaigns) can be linked under it.

* Reporting Benefits: Salesforce provides roll-up summary fields for campaign hierarchies, such as Total Responses, Total Opportunities, and Total Won Opportunities. This enables reporting on the collective performance of all campaigns within the hierarchy.

* Ease of Implementation: Using the existing Parent Campaign field requires no additional customization and leverages standard Salesforce functionality.

Why Other Options Are Less Suitable:

* A. Create a custom Campaign Purpose field: While adding a custom field might help categorize campaigns, it does not provide hierarchical relationships or roll-up reporting.

* C. Create a custom Campaign Group object: This would require custom development and could complicate the reporting process, whereas standard functionality already exists to meet the requirement.

Salesforce Sales Cloud References:

* Campaign Hierarchies Overview: Salesforce Help - Set Up a Campaign Hierarchy

* Reporting on Campaign Hierarchies: Salesforce Help - Campaign Reports

* Benefits of Using Parent Campaign Field: Using the Parent Campaign field simplifies the organization of campaigns and enhances reporting capabilities without additional customization.

By utilizing the existing Parent Campaign field, Cloud Kicks can effectively group related campaigns under a marketing initiative and report on their collective success.

NEW QUESTION # 33

The Cloud Kicks pipeline and forecasting reports are inaccurate because sales reps are creating opportunities after they are already closed won. Sales management wants visibility into how often the sales reps are creating these types of opportunities.

Which solution should the consultant recommend?

- A. Implement automation to update the opportunity to the first stage in the sales process.
- B. Run the Opportunity Pipeline standard report to view the upcoming opportunities by stage.
- C. Configure a report that displays opportunities that have an earlier closed date than created date.

Answer: C

Explanation:

A report that highlights opportunities with a closed date earlier than the created date would directly address the issue of opportunities being created after they are already closed. This report helps sales management gain visibility into how frequently this occurs and enables them to identify patterns or specific reps who may need additional training or oversight.

While the Opportunity Pipeline report provides an overview of upcoming opportunities by stage, it does not specifically address discrepancies between created dates and closed dates. Automation to update the opportunity stage could help manage data integrity but does not provide the necessary visibility into how often opportunities are created late.

Salesforce Documentation References:

- * Create Custom Reports on Opportunities
- * Understanding Opportunity Fields

NEW QUESTION # 34

Cloud Kicks (CK) acquired a shoe distribution partner. The marketing and sales directors want to migrate the existing sales and marketing data into CK's Sales Cloud instance.

Which aspect should the consultant consider first before proceeding with the data migration?

- A. Volume of customer, partner, and prospect data identified prior to migration
- B. Number of marketing campaign licenses required for the migration
- C. Role hierarchy and sharing rules set up prior to migration

Answer: A

Explanation:

Before beginning any data migration, it is crucial to assess the volume of data to be transferred, including customer, partner, and prospect information. This assessment helps determine the complexity and resources required for the migration process, as well as any potential impacts on system performance and storage limits.

Additionally, understanding the data volume ensures that adequate preparations, such as data cleansing and mapping, can be completed prior to migration, which is key to a smooth and efficient transition.

For more on data migration considerations, refer to: Salesforce Data Migration Planning.

NEW QUESTION # 35

Universal Containers has implemented a lead qualification process that uses a lead scoring formula. Upon review, many of the converted leads with the highest scores had little interest in making a purchase.

Which modification to the current lead qualification process should a consultant recommend?

- A. Evaluate each record against the target marketing persona.
- B. Increase points for actions that Indicate Intent.
- C. Include a measure for the number of marketing touches.

Answer: B

Explanation:

When leads with high scores do not convert as expected, it suggests that the scoring model may not effectively measure purchase intent. Adjusting the lead scoring formula to assign higher points for actions that indicate strong intent (such as downloading a whitepaper or requesting a demo) can improve the accuracy of the scoring process, ensuring that highly interested leads are prioritized.

Including a measure of marketing touches or evaluating against personas could also help, but increasing points for high-intent actions directly addresses the issue of prioritizing leads based on purchase readiness.

Salesforce Documentation References:

- * Lead Scoring Best Practices
- * Improving Lead Qualification

NEW QUESTION # 36

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