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Salesforce Consumer Goods Cloud: Trade Promotion Management

Accredited Professional Sample Questions (Q13-Q18):

NEW QUESTION # 13

What is the recommended way to create fixed funds in Consumer Goods Cloud TPM?

- A. Skip the optional fund template creation step, and directly input fixed funds.
- **B. Create a fund template first, and then use the template to create funds.**
- C. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.

Answer: B

Explanation:

In Consumer Goods Cloud TPM, Templates are the foundational architectural element for creating executable records, including Funds, Promotions, and Tactics. You cannot create a valid Fund record without it being based on a Fund Template. The template defines the rules, anchors (e.g., Customer, Org), and characteristics of the fund. Therefore, the recommended and mandatory workflow is to configure the Fund Template first, and then instantiate the specific Fixed Funds using that template.

NEW QUESTION # 14

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.

If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- A. The KPI changes will be reflected every 10 minutes through SF Data Sync.
- B. The KPI changes will be picked up in a batch run overnight and reflected the next day.
- **C. The KPI changes will be updated immediately.**

Answer: C

Explanation:

Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.

When a Key Account Manager (KAM) or consultant modifies a KPI in the Volume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.

* In-Memory Calculation: The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.

* Shared Context: The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.

Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial reality immediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

NEW QUESTION # 15

Ursa Major Solar's (UMS) fiscal year runs from October 1 to September 30. UMS wants to see all the customer business plans and volume plans split by month.

What should a consultant recommend creating and activating to match the TPM calendar with the calendar schema of UMS? 7

- **A. A custom Calendar with custom periods**
- B. A standard Calendar with custom periods
- C. A standard Calendar with standard periods

Answer: A

Explanation:

Time is a foundational dimension in Trade Promotion Management. Most organizations operate on standard Gregorian calendars (Jan 1 - Dec 31), but many, like Ursa Major Solar, utilize Fiscal Calendars (e.g., Oct 1 - Sept 30).

A standard Calendar in Salesforce Consumer Goods Cloud is hard-coded to the Gregorian year. If UMS were to use this, "Month 1" would always be January, which contradicts their business reality where "Period 1" is October.

To support a Fiscal Year starting in October, the consultant must implement a Custom Calendar with Custom Periods.

* Custom Calendar: Defines the overall structure (Fiscal Year).

* Custom Periods: Allows the administrator to explicitly define the start and end dates of every period.

For example, "Period 1, 2025" is defined as "2024-10-01 to 2024-10-31".

This configuration ensures that when a KAM views a "Year to Date" report or a monthly split in the P&L, the data aggregates correctly according to the company's financial reporting cycle.

NEW QUESTION # 16

Which technology should a consultant primarily leverage to enable the centralized repository of comprehensive stock keeping unit (SKU) information, including specifications, images, and attributes?

- **A. Product Information Management (PIM) systems**
- B. Data lakes
- C. Enterprise Resource Planning (ERP) systems

Answer: A

Explanation:

The question specifies the need for a repository of comprehensive SKU information, explicitly mentioning specifications, images, and attributes⁶.

* ERP (Option A): Primarily handles transactional data (Price, Cost, Inventory Count, SKU Code). It is generally poor at storing rich media like high-resolution images or marketing descriptions.

* PIM (Option B): A Product Information Management system is purpose-built to centralize and enrich product data. It manages the marketing-facing attributes (images, long descriptions, nutritional info, dimensions) that are essential for catalogs and digital displays⁷.

* Data Lake (Option C): While it can store raw data, it lacks the structured governance and syndication workflows of a PIM.

For a TPM implementation that requires rich product displays for the KAMs (e.g., seeing the product image on the promotion card), the consultant should look to integrate with the client's PIM system.

NEW QUESTION # 17

Key account managers (KAMs) want to use existing promotions as a blueprint and run the same pattern at a future date with the same customer. To reduce the number of clicks, the TPM consultant must ensure that the application presets the products and tactics from the source promotion.

Which settings should the TPM consultant configure?

- **A. Mark the promotion template as derivable, set up a child promotion relationship with the promotion template, and configure Usage Derive and Copied Components Tactics; Products**
- B. Mark the promotion template as pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products
- C. Mark the promotion template as copyable, set up a child promotion relationship with the promotion template, and configure Usage Copy and Copied Components Tactics; Products

Answer: A

Explanation:

In Consumer Goods Cloud TPM, the concept of a "Blueprint" or "Pattern" promotion is handled through Derivation. This is distinct from a simple "Copy/Paste." A "Derivable" promotion acts as a parent or master template. To implement this:

* Mark as Derivable: The specific Promotion Template must be flagged as Derivable.

* Child Relationship: You must define the relationship that allows a new promotion to be spawned from this template.

* Usage Derive: The configuration setting Usage: Derive tells the system that this logic applies when deriving a child promotion, not just copying one.

* Copied Components: This is the most critical part for the user's requirement ("presets the products and tactics"). The consultant must explicitly select Tactics and Products in the Copied Components configuration.

If these components are not selected, the new promotion will be created with the correct dates and header info, but it will be empty (no products, no tactics). By configuring Derive with Copied Components, the system duplicates the entire structure of the blueprint, allowing the KAM to simply adjust the dates or uplift numbers, significantly reducing click count and ensuring consistency with the "Blueprint" strategy.

NEW QUESTION # 18

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