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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q33-Q38):

NEW QUESTION # 33

A key account manager (KAM) at Cloud Kicks wants to set up Customer Business Plans (CBPs) for a Planning Customer. The KAM wants to create a CBP for next year.

How should a consultant advise the KAM to set up the CBP?

- A. By specifying the Date From and Date Thru
- **B. By specifying the Business Year**
- C. By defining the Date From and number of month

Answer: B

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are the high-level containers used for annual volume and financial planning. Unlike specific promotions which have granular start and end dates (e.g., "Jan 1st to Jan 14th"), a Customer Business Plan is structurally designed to cover a standard fiscal or calendar year.

The recommended and standard best practice for setting up a CBP is to link it to a Business Year. When configuring the system, the administrator defines the Calendar and Business Years (e.g., 2024, 2025) in the master data. When a Key Account Manager (KAM) creates a new plan, they select the specific Year from a dropdown menu rather than manually entering a "Date From" and "Date Thru." This approach ensures data integrity and alignment with the corporate fiscal calendar. By selecting "Business Year: 2025," the system automatically understands the exact start and end dates based on the master calendar configuration (which might be Jan 1-Dec 31, or a fiscal offset like Oct 1-Sept 30). This prevents user error, such as a KAM accidentally creating a plan that runs for 13 months or starts on the wrong day of the week. It also facilitates "Year-over-Year" reporting, as the system can easily compare "CBP 2024" vs. "CBP 2025" because they are strictly defined by the Business Year object, ensuring that targets and baselines are aggregated into the correct annual buckets.

NEW QUESTION # 34

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 # 35

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

Answer: A

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 # 36

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

In which capability area should a consultant begin their discovery process to identify these requirements?

- **A. Funds Management**
- B. Promotion Planning
- C. Strategic Planning

Answer: A

Explanation:

The requirement specifically focuses on the allocation of promotion spend. In the Trade Promotion Management (TPM) architecture, the mechanism for defining, accruing, and distributing budgets to specific customers is the domain of Funds Management.

While Strategic Planning sets high-level targets (e.g., "Grow revenue by 10%"), it is the Funds Management module that operationalizes the financial resources required to achieve those targets. It handles the logic for:

* Fund Types: Are budgets Fixed (lump sum) or Rate-Based (accrual from sales)?

* Allocation: How is money moved from a Headquarters fund to a specific Customer fund?

* Governance: Rules on who can spend what.

Therefore, to "optimize the allocation," the consultant must first analyze the current Funds Management processes (Option C) to understand how budgets are currently constructed and assigned to KAMs.

NEW QUESTION # 37

Which setting does a consultant need to activate to ensure that every time a claim is set to submitted for approval, an automated process checks if at least one fund is linked to the claim?

- **A. The Requires Funds setting on the claim template**
- B. The Requires Funds setting on the approval process
- C. The Enable Tactic Auto Fund Assignment on the sales org

Answer: A

Explanation:

Claims Management involves validating that a deduction or invoice is valid before paying it. A critical validation rule is ensuring that the money is coming from somewhere-i.e., a Fund.

This validation logic is controlled by the Claim Template. The Claim Template acts as the blueprint for the claim document. It contains a specific checkbox or setting called "Requires Funds" (Option C).

* When this is enabled, the system enforces a hard validation: a user cannot change the status to "Submitted" (or advance the workflow) unless a Fund record is associated with the Claim.

* Option A ("Auto Fund Assignment") is an automation feature to find a fund, not a validation rule to check for one.

* Option B is incorrect because Approval Processes trigger after submission logic; the validation typically happens on the record state transition controlled by the template.

NEW QUESTION # 38

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