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The Consumer Goods Cloud is Salesforce's industry-specific solution for consumer goods companies. It is designed to help these companies better manage their sales processes, from planning to execution. The cloud-based platform offers a range of features, including account planning, territory management, and retail execution tools. By using the Consumer Goods Cloud, companies can gain greater visibility into their sales processes, improve collaboration between sales teams, and ultimately drive better business outcomes.

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The Salesforce Consumer Goods Cloud Accredited Professional certification exam covers various topics related to consumer goods, such as account and contact management, order management, pricing, promotions, and trade promotions. It also covers topics related to Salesforce's Consumer Goods Cloud, such as data modeling, data management, and reporting. Consumer-Goods-Cloud-Accredited-Professional exam is designed to test the candidate's knowledge of Salesforce's best practices and its applications to the consumer goods industry.

Salesforce Consumer Goods Cloud Accredited Professional certification exam is designed to test the knowledge and skills of professionals who work within the consumer goods industry. Consumer-Goods-Cloud-Accredited-Professional Exam covers a

wide range of topics, including the features and functionality of the Consumer Goods Cloud platform, as well as best practices for using the platform to improve sales and marketing efforts.

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Salesforce Consumer Goods Cloud Accredited Professional Sample Questions (Q68-Q73):

NEW QUESTION # 68

A B2B communications company routinely manages intricate product configurations with over 1000 line items, leading to notable operational complexities. The company is concerned about the performance and scalability of the solution as the order volume is expected to increase progressively.

Which Salesforce Communications Cloud solution would you recommend to streamline the configure, price, and quote (CPQ) process and address the customer's performance and scalability concerns?

- A. Large Account Sales Management
- B. Multiplay Subscription Management
- C. Multi-site CPQ
- **D. Enterprise Sales Management**

Answer: D

Explanation:

For B2B telecom companies dealing with complex configurations exceeding 1000 line items, the only Salesforce Communications Cloud solution purpose-built for performance, scalability, and large enterprise quoting is Enterprise Sales Management (ESM).

ESM enhances the CPQ experience by supporting:

Extremely high cart volumes (hundreds to thousands of lines)

Multi-site, multi-location enterprise networks

Enterprise-grade discounting and contract structures

Scalable pricing, validation, and asset handlings

Better separation of commercial vs. technical configurations

Options A, C, and D do not address enterprise-scale CPQ needs with thousands of line items. Large Account Sales Management focuses on account planning, not CPQ performance. Multiplay Subscription Management and Multi-site CPQ do not solve the scalability challenge.

NEW QUESTION # 69

Which option can be performed by using salesforce Maps with Consumer Goods Cloud?

- A. View map images on mobile devices even when GPS is not enabled
- **B. Optimize visit sequence in real time automatically during a Field Rep's Day**
- C. Create layers of Retail Stores
- D. Update with Google Maps Static API on a single address

Answer: B

Explanation:

Salesforce Maps integrated with Consumer Goods Cloud allows the creation of layers of Retail Stores, aiding in geographical and spatial analysis for field operations.

NEW QUESTION # 70

Which permission set allows end-users to leverage the Einstein Visit Recommendation feature in Consumer Goods Cloud?

- A. Retail Execution Lightning Plus
- **B. Tableau CRM Plus User**
- C. Action Plans
- D. Tableau CRM Plus Admin
- E. Lightning Direct Store Delivery

Answer: B

NEW QUESTION # 71

ABC Telecom offers advanced B2B connectivity products to companies with multiple service accounts, hundreds of quotes, and an average of 1,000 line items per quote.

Which application suite supports this scenario?

- A. Mobile Subscription Management
- B. Advertising Sales Management
- **C. Enterprise Sales Management**
- D. Subscriber Lifecycle Management

Answer: C

Explanation:

In Salesforce Industries (formerly Vlocity), large-scale B2B quoting scenarios-especially those involving multiple service accounts, hundreds of simultaneous quotes, and high-volume line-item configurations-are supported by the Enterprise Sales Management (ESM) application suite. Public Salesforce Industries resources describe ESM as the solution specifically engineered for complex B2B sales cycles, high-volume quoting, and enterprise-level product configuration.

ESM extends the functionality of Industries CPQ to support "high-line-item quoting environments," allowing sales teams to manage thousands of products, hierarchical product bundles, account-specific pricing, and approval workflows. It is optimized for organizations selling advanced connectivity solutions, WAN, MPLS, SD-WAN, Dedicated Internet, and other enterprise-grade telecom services-exactly the type of offerings ABC Telecom delivers.

Salesforce's public feature descriptions highlight that ESM supports:

Large quoting volumes (hundreds of quotes per customer)

Complex commercial hierarchies (B2B enterprise accounts with multiple service locations) Scalable CPQ performance for 1,000+ line items Enterprise contract, pricing, and proposal workflows Multi-site, multi-service configuration Other choices do not fit:

Advertising Sales Management focuses on media/advertising inventory buys.

Mobile Subscription Management is for B2C mobile postpaid/prepaid subscriptions.

Subscriber Lifecycle Management manages consumer subscriber journeys, not enterprise B2B quoting.

Thus, for ABC Telecom's enterprise customer scenario with large, complex quotes, Enterprise Sales Management is the correct and Salesforce-aligned solution.

NEW QUESTION # 72

With which object is the promotion object directly associated?

- A. Retail Store Group
- B. Retail Store
- C. Promotion Channel
- **D. Products**

Answer: D

Explanation:

The Promotion object is directly associated with the Promotion Channel, which links promotional activities to specific channels and locations for execution.

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