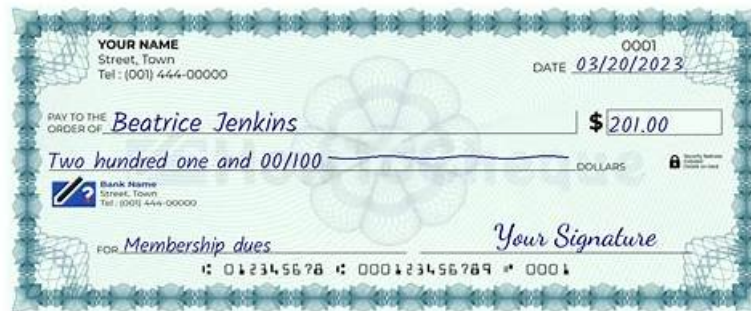


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Salesforce Certified Sales Cloud Consultant Sample Questions (Q117-Q122):

NEW QUESTION # 117

Universal Containers (UC) does business with a contact associated with a specific account with the contact role of executive. The contact is also on the board of a nonprofit that has requested a charitable donation from UC. UC wants to track the contact on both accounts.

What is the most efficient solution that the consultant should implement to meet the requirement?

- A. Create a new lookup field on the Contact record.
- B. Create a new Contact record related to the nonprofit account.
- C. Enable the Contact to Multiple Accounts feature.

Answer: C

Explanation:

The most efficient way to track a single contact across multiple accounts, such as an executive associated with both a business and a nonprofit, is by enabling the Contact to Multiple Accounts feature. This functionality allows a contact to have a primary relationship with one account while also maintaining indirect relationships with other accounts. For example, the contact could be directly related to their primary business account while also being connected to a nonprofit account as an indirect relationship. This avoids the need for duplicate records and ensures that interactions across all related accounts are tracked within a single contact record

NEW QUESTION # 118

Cloud Kicks wants to implement a methodology to determine which current leads have the most in common with leads that have

successfully been converted in the past.
How should the consultant meet this requirement?

- A. Create Cadence Steps.
- **B. Use Einstein Lead Scoring.**
- C. Use Lead Conversion Reporting.

Answer: B

Explanation:

Einstein Lead Scoring in Salesforce uses machine learning to analyze historical data and identify which lead attributes are most predictive of successful conversions. This tool can help Cloud Kicks by determining which current leads share similarities with leads that have historically been converted. By leveraging this scoring system, Cloud Kicks can prioritize leads with the highest likelihood of success based on past data, optimizing their lead management strategy.

For more on Einstein Lead Scoring, see: Einstein Lead Scoring Overview.

NEW QUESTION # 119

Cloud Kicks wants its sales operations team to place orders United States customers in Sales Cloud. The sales ops team needs calculate sales tax on the orders. Sales tax is a complex calculation based on tax law that may change at any time.

What should the consultant recommend to meet the requirement?

- **A. An app from AppExchange**
- B. screen flow for orders
- C. formula field on the Order object

Answer: A

Explanation:

For calculating complex sales tax that varies based on tax law, an app from the Salesforce AppExchange is the most effective solution. Here's why:

* Complexity of Tax Calculation: Sales tax calculations can be intricate, especially in the United States, where tax rates and regulations differ by state, county, and sometimes city. Using an AppExchange app designed for tax calculations ensures compliance with these frequently changing laws without manual updates.

* Real-Time Updates: Many AppExchange apps are specifically built to handle tax calculations and stay up-to-date with changes in tax regulations. These apps often have partnerships with tax authorities or access to updated databases, ensuring that Cloud Kicks' sales operations team remains compliant.

* Automation and Integration: Tax calculation apps from the AppExchange integrate seamlessly with Salesforce Orders, automating the process, reducing errors, and improving efficiency compared to manual calculations or formula fields, which would not account for complex or changing tax rules.

* References: Salesforce's AppExchange offers a variety of tax calculation apps like Avalara and TaxJar, which are commonly used for sales tax management. These apps are featured as solutions in Salesforce documentation for handling tax calculations.

In summary, an AppExchange app (Option A) is recommended for automating complex sales tax calculations within Sales Cloud, ensuring accuracy and compliance with evolving tax laws.

NEW QUESTION # 120

Sales reps at Cloud Kicks (CK) need to see the Opportunity amount with the Account's discount field. CK sales reps are located in different regions and use different currencies. A consultant creates a custom formula field on the Opportunity.

Which currency will the custom formula use for its value if the opportunity and account records have different currencies?

- **A. Opportunity currency**
- B. User currency
- C. Corporate currency

Answer: A

Explanation:

In Salesforce, when a custom formula field is created on an Opportunity, the formula uses the Opportunity's currency for calculations. This is particularly important in organizations using multiple currencies, as it ensures that calculations remain consistent with the record on which the formula is defined. Therefore, the formula field will display the value in the Opportunity's currency,

regardless of the Account's currency.
Salesforce Documentation References:
* Multi-Currency and Formula Fields
* Formula Fields and Currency Considerations

NEW QUESTION # 121

Cloud Kicks sales reps want to see all of the details on their current opportunities with a minimal amount of navigation or clicks to cycle through them.
Which functionality should the consultant recommend?

- **A. Select the Split View option from the My Opportunities list view.**
- B. Develop a new Sales Console app including opportunities.
- C. Create a dashboard with reports on My Opportunities.

Answer: A

Explanation:

To allow sales reps to view all details of their current opportunities with minimal navigation, the consultant should recommend using the Split View option in Salesforce.

Key Points:

- * Split View Feature: Split View enables users to see a list of records alongside the details of a selected record on the same screen. This allows for quick navigation between records without excessive clicking.
- * Efficiency in Navigation: Sales reps can click through the list of opportunities on the left pane, and the details of each selected opportunity will display on the right pane. This reduces the need to open each record in a new tab or window.
- * Minimal Clicks: With Split View, reps can cycle through their opportunities seamlessly, enhancing productivity and saving time.

Salesforce Sales Cloud References:

* Using Split View: Salesforce Help - Work with List Views Using Split View

* Benefits of Split View: Split View is designed to help users process lists of records more efficiently by reducing navigation steps and keeping context while reviewing multiple records.

By selecting the Split View option from the My Opportunities list view, sales reps at Cloud Kicks can efficiently access all the details of their current opportunities with minimal navigation or clicks.

NEW QUESTION # 122

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