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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q40-Q45):

NEW QUESTION # 40

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 template6.

NEW QUESTION # 41

Northern Trail Outfitters wants to send email to approvers, when the key account manager (KAM) is not able to approve promotions due to a threshold limitation of plan spend being more than US\$50,000.

How should a consultant configure this scenario, when promotion plan spend is more than \$50,000?

- A. Use Validation action to check threshold and email.
- **B. Set action as Email in workflow state transition.**
- C. Use business object application programming interface (API) to send email to approver.

Answer: B

Explanation:

This requirement describes a conditional approval workflow. In Consumer Goods Cloud TPM, the lifecycle of a promotion (Draft -> Submitted -> Approved) is governed by the Workflow engine (State Machine).

When a KAM attempts to approve a promotion that exceeds a spending limit (e.g., >\$50k), the system must prevent immediate approval and instead route it for review. This is handled by a State Transition.

* Transition Logic: You define a transition from "Draft" to "Submitted for Approval" (or a specific review status) that triggers only when the condition Plan Spend > 50,000 is met.

* Workflow Action: Attached to this specific transition is an Action. In this case, the action is to "Send Email." Therefore, Option B is the correct configuration. You configure the Workflow State Transition to detect the threshold and automatically trigger the Email Action to the approver. Option A (Validation Action) is typically used to block an action entirely (e.g., "Error: You cannot save this promotion"), which wouldn't facilitate the routing process to the approver. Option C (API) is a custom development approach that is unnecessary given the standard Workflow functionality.

NEW QUESTION # 42

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- **A. Post Event Analysis**
- B. Strategic Planning
- C. Promotion Planning

Answer: A

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"- commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase.

NEW QUESTION # 43

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

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

Answer: A

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 # 44

A key account manager (KAM) for Northern Trail Outfitters utilizes real-time reporting (RTR) to report on key performance indicators (KPIs) and identify critical business metrics to create better informed decisions.

How should RTR support a KAM through the post event analysis phase?

- A. Using customized reports to help track payments and funds based on a promotion's execution
- B. Using customized reports to monitor business development of competing brands' successes
- C. Using customized reports that help to evaluate the success of promotional events on product level

Answer: C

Explanation:

Post-Event Analysis (PEA) is a critical phase in the Trade Promotion Management lifecycle where the KAM evaluates what happened after a promotion has concluded. The goal is to determine the Return on Investment (ROI) and effectiveness of the trade spend. Real-Time Reporting (RTR) in Salesforce Consumer Goods Cloud is specifically engineered to support this by providing granular, immediate visibility into performance metrics without requiring data warehouse extraction.

RTR supports PEA primarily by enabling the KAM to evaluate success at the Product Level (Option A).

Promotional success is rarely uniform; one flavor of a beverage might have sold out while another remained on the shelf. RTR allows the KAM to drill down into the "Actuals" (shipment or POS data imported from ERP) versus the "Plan" (forecasted volume) for every Stock Keeping Unit (SKU) involved in the event.

By using customized RTR views, the KAM can instantly see KPIs such as "Uplift Volume," "Incremental Revenue," and "Cost per Unit" for each specific product. This granular analysis is essential for future planning. If the analysis reveals that 1-Liter bottles had a negative ROI while 500ml bottles had a positive ROI, the KAM can adjust the product mix for the next promotion. Options B and C are less relevant to the core strength of RTR in this context; competitor data is often external and harder to track in real-time, and fund payments are typically handled in the Claims/Settlement module rather than the immediate operational reporting of promotional product performance.

NEW QUESTION # 45

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