

Consumer Goods Cloud: Trade Promotion Management Accredited Professional pdf test & AP-205 test dumps



The passing rate of our AP-205 exam materials are very high and about 99% and so usually the client will pass the exam successfully. But in case the client fails in the exam unfortunately we will refund the client immediately in full at one time. The refund procedures are very simple if you provide the AP-205 exam proof of the failure marks we will refund you immediately. If any questions or doubts exist, the client can contact our online customer service or send mails to contact us and we will solve them as quickly as we can. We always want to let the clients be satisfied and provide the best AP-205 Test Torrent and won't waste their money and energy.

Salesforce Certified professionals are often more sought after than their non-certified counterparts and are more likely to earn higher salaries and promotions. Moreover, cracking the Consumer Goods Cloud: Trade Promotion Management Accredited Professional (AP-205) exam helps to ensure that you stay up to date with the latest trends and developments in the industry, making you more valuable assets to your organization.

>> AP-205 Discount <<

Pass Guaranteed Quiz Salesforce - AP-205 - Consumer Goods Cloud: Trade Promotion Management Accredited Professional Discount

Our company employs the first-rate expert team which is superior to others both at home and abroad. Our experts team includes the experts who develop and research the AP-205 study materials for many years and enjoy the great fame among the industry, the senior lecturers who boost plenty of experiences in the information about the exam and published authors who have done a deep research of the AP-205 Study Materials and whose articles are highly authorized. They provide strong backing to the compiling of the AP-205 study materials and reliable exam materials resources. They compile each answer and question carefully.

Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q36-Q41):

NEW QUESTION # 36

A customer needs to create a promotion level report that has data for three Promotion key performance indicators (KPIs) and four fields from the Promotion object: Promotion Name, Slogan, Anchor Account, Phase.

Which type of reporting solution should a consultant recommend to the customer?

- A. Salesforce Lightning Reports
- **B. External Reporting Solution**
- C. Real-Time Reporting

Answer: B

Explanation:

While Salesforce Lightning Reports (Option C) are excellent for standard object data (Name, Slogan, Phase), they struggle to access the calculated KPIs (Volume, ROI, Spend) that reside in the Processing Service's memory or JSON blobs, unless those

KPIs are explicitly written back to the database. Even with writeback, joining them in a formatted "Promotion Level Report" (often implying a tear-sheet or printable summary) can be rigid.

Real-Time Reporting (RTR)(Option A) is a UI component for viewing data on a screen, not generating a persistent "Report" document.

Therefore, for a requirement that mixes standard metadata (Slogan, Phase) with complex calculated KPIs into a cohesive report, the recommended best practice in the TPM ecosystem is often an External Reporting Solution (Option B) such as CRM Analytics (Tableau CRM) or a third-party generator. These tools can ingest the Writeback data (or query the API), join it with the Promotion Object metadata, and render the pixel-perfect layout required by the customer.

NEW QUESTION # 37

Northern Trail Outfitters is at the start of a digital transformation and recently implemented Consumer Goods Cloud TPM. The key account manager (KAM) users want to have a landing page that can display different types of information, such as (but not limited to):

- * Volume vs. Target Graph
- * Deals (On Target, Above Target, Below Target) in Y/G/R
- * Brand Performance
- * Promo Performance
- * My Items Pending Approval/ My Approvals Pending

How should a consultant recommend configuring this, considering permission sets and sharing rights?

- A. Configure landing pages with widgets of different visualizations and actions with awaiting approvals, daily tasks, dashboards, KPI reports, reminders where users can get access to data based on their sharing rights, profiles, and permission sets.
- B. Configure landing pages by using a JSON customization file and then upload it as a static resource to Salesforce with all visualizations and actions needed, and it can be provided based on the sharing rights, profiles, and permission sets.
- C. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.

Answer: B

Explanation:

This question targets the specific technical configuration of the TPM Cockpit (or Home Page/Landing Page) within the Consumer Goods Cloud managed package.

Unlike standard Salesforce Lightning Home Pages which are assembled via drag-and-drop components in the App Builder, the advanced TPM Landing Page-which aggregates complex, specific widgets like "Volume vs Target" graphs, P&L summaries, and approval lists-is traditionally configured using a JSON customization file.

This JSON file defines the structure, the specific "widgets" (cards) to display, their data sources, and layout properties. Once defined, this file is uploaded as a Static Resource in Salesforce. The system then references this resource to render the dashboard for the user. This method allows for highly specific, version-controlled configurations that can be assigned to different user profiles or personas (like a KAM vs. a Sales Director).

While standard sharing rules (Option C) control data visibility, they do not control the UI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 38

A client needs a promotion that has BOGO (buy one get one free) as the type. A consultant has created a new tactic template called BOGO.

Which strategy should the consultant recommend to set up this promotion using the standard TPM functionality? 5

- A. Use the compensation method Per Case.
- B. Use the compensation method BOGO.
- C. Use a promotion template BOGO.

Answer: B

Explanation:

To execute a specific promotional mechanic like "Buy One Get One" (BOGO), the system needs to know how to calculate the cost. In Consumer Goods Cloud TPM, this financial logic is determined by the Compensation Method configured on the Tactic.

* Tactic Template: The consultant has already created the container (the "BOGO" Tactic Template).

* Compensation Method: This is the engine under the hood.

* Per Case: Calculates cost as \$X per unit sold. (Incorrect for BOGO).

* Fixed: Calculates cost as a flat lump sum (Incorrect for BOGO).

* BOGO (or Free Goods): This specific compensation method contains the logic to understand that for every X units bought, Y units are given free. It calculates the "Cost" of the promotion based on the Cost of Goods Sold (COGS) of the free items, rather than a discount off the invoice.

Therefore, selecting the Compensation Method BOGO (Option B) is the critical configuration step. It instructs the calculation engine to apply the correct "Free Goods" formula to the tactic, ensuring that the Spend and ROI metrics reflect the cost of the given-away inventory.

NEW QUESTION # 39

What is the most critical factor to consider when leading executive level requirements gathering sessions to recommend an appropriate solution?

- A. Focusing on the business's strategic objectives, such as market expansion and return on investment (ROI), and tailor the TPM tool's functionality to these goals
- B. Prioritizing a user-friendly interface and experience to ensure quick adoption and operational continuity for the sales and marketing teams
- C. Ensuring the application incorporates the latest features and adheres to benchmark standards to maintain a competitive edge

Answer: A

Explanation:

When conducting Discovery sessions, a consultant must tailor their approach to the audience. Executive-level stakeholders (VPs, C-Suite, Directors) are rarely concerned with the tactical nuances of button placement (User Interface - Option C) or the technical novelty of features (Benchmarks - Option B) in isolation. Their primary mandate is the financial and strategic health of the organization.

Therefore, the most critical factor is aligning the TPM solution with Strategic Objectives and ROI. Executives want to know how the system will help them grow revenue, improve trade spend efficiency (getting more sales for every dollar spent on promotions), or expand into new markets.

A consultant must frame the requirements gathering around questions like: "How do you currently measure the profitability of your trade spend?" or "What are your growth targets for the next fiscal year, and how does your current system hinder them?" By anchoring the solution recommendation in these strategic goals (Option A), the consultant ensures executive sponsorship. If the solution is technically perfect but fails to deliver the business insights required for market expansion or margin analysis, it will be deemed a failure by the executive leadership.

NEW QUESTION # 40

A large enterprise customer has decided to implement Consumer Goods Cloud TPM. The current landscape includes an Enterprise Resource Planning (ERP) solution that is responsible for Customer Master Data, Product Master Data, customer invoicing, and order fulfillment. The large enterprise customer needs its key account managers (KAMs) to use Consumer Goods Cloud TPM to view customers and products and manage assortments and promotions.

Which system should be the system of record going forward for customers and products?

- A. Salesforce Data Cloud
- B. Consumer Goods Cloud TPM
- C. Enterprise Resource Planning

Answer: C

Explanation:

In a standard enterprise architecture for CPG companies, the Enterprise Resource Planning (ERP) system remains the single source of truth (System of Record) for Master Data (Customers and Products).

* Role of ERP: It handles the financial and logistical execution-invoicing, shipping, and fulfillment. If the product code or customer billing address is incorrect in the ERP, orders cannot be processed.

* Role of TPM: Consumer Goods Cloud TPM is a consumption system for this master data. It imports Customers and Products from the ERP so that KAMs can plan promotions against them.

A consultant must recommend maintaining the ERP as the system of record. Trying to master this data in Salesforce (Option B) or Data Cloud (Option A) creates synchronization risks where the "Plan" in Salesforce refers to a product that doesn't exist or is priced differently in the "Execution" system (ERP), leading to failed orders and financial discrepancies.

