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## Salesforce Certified Sales Cloud Consultant Sample Questions (Q146-Q151):

### NEW QUESTION # 146

A consultant has successfully deployed Sales Cloud at Cloud Kicks.

What is the final step in completing an engagement?

- A. Activate users in the system
- B. Obtain stakeholder sign-off
- C. Validate the implementation.

**Answer: B**

Explanation:

The final step in a Salesforce Sales Cloud implementation engagement is to obtain stakeholder sign-off. This step is essential as it signifies formal acceptance from the client that the implementation meets the agreed-upon requirements and project objectives. Sign-off indicates that stakeholders are satisfied with the deployment and that the project is ready for closure.

Activating users and validating the implementation are important tasks but occur earlier in the deployment process. Obtaining sign-off ensures all project deliverables have been met and that the consultant can officially conclude the engagement.

Salesforce Documentation References:

- \* Project Closeout and Sign-off
- \* Implementation Engagement Checklist

### NEW QUESTION # 147

Universal Containers is in the planning phase of its Sales Cloud implementation. In a recent discussion, the CEO expressed a desire to measure the return on investment (ROI) of its sales and marketing efforts by location.

Which solution should the consultant recommend?

- A. Track total opportunity pipeline by lead source and location.
- B. Track total accounts created by lead source and location.
- C. Track total cases submitted by lead source and location.

**Answer: A**

Explanation:

To measure ROI on sales and marketing efforts by location, it is crucial to track the opportunity pipeline based on both lead source and geographic location. This approach directly ties sales outcomes (opportunities) to the sources that generated those leads, offering a clear picture of ROI across different locations.

\* Opportunity Pipeline as an ROI Indicator: Opportunities are directly tied to potential revenue, making them a key metric for evaluating sales success. By segmenting this data by lead source and location, Universal Containers can assess which locations are generating the most valuable sales leads.

\* Leveraging Opportunity Data: Salesforce enables filtering and reporting on opportunities by lead source and location, which aligns with the CEO's interest in understanding ROI geographically.

Option B (tracking accounts created) would not directly measure sales revenue, and Option C (tracking cases) is not relevant to sales and marketing ROI. For more on opportunity tracking, see Salesforce Opportunity Management documentation.

### NEW QUESTION # 148

Universal Containers (UC) sales reps want to be assigned quality leads.

Which action should the consultant recommend to improve UC's process to produce higher quality leads?

- A. Analyze historical data on closed leads and conversions to improve the quality of leads.
- B. Identify business metrics and factors, then use picklists and formula fields to ensure data consistency.
- C. Create 4 custom field on the Lead object to generate a lead score to determine lead quality.

**Answer: A**

Explanation:

To improve lead quality, analyzing historical data on closed leads and conversions provides insights into the characteristics of

successful leads. By identifying patterns in leads that converted successfully, Universal Containers can refine their lead scoring criteria and ensure that high-quality leads are prioritized.

\* Data-Driven Lead Qualification: Analyzing historical data allows the organization to determine which attributes are associated with high conversion rates, leading to better targeting and qualification processes.

\* Continuous Improvement: This approach enables iterative refinement of lead qualification criteria, helping to maintain a focus on leads with a higher probability of conversion.

Option A (using picklists and formula fields) ensures data consistency but does not directly improve lead quality. Option B (creating custom fields for lead scoring) is useful but should be informed by historical data analysis. For more guidance on lead quality improvements, refer to Salesforce's Lead Management Best Practices.

### NEW QUESTION # 149

During a discovery session at Cloud Kicks, a major topic is highlighted that is outside the current statement of work (SOW). The addition to the project scope is necessary but will be difficult to implement.

How should the consultant proceed?

- A. Conduct another discovery session to define the new items.
- **B. Create a change request for the new items.**
- C. Revise the timeline to accommodate the new items.

#### Answer: B

Explanation:

When a new requirement arises outside the original scope of the project, the best practice is to initiate a change request. This formal process evaluates the new requirement's impact on the project's scope, timeline, and budget. Creating a change request allows all stakeholders to review and agree on the scope expansion before implementation, ensuring transparency and proper resource allocation for the added items.

For guidance on managing project scope changes, refer to: Salesforce Change Management Best Practices.

### NEW QUESTION # 150

Cloud Kicks needs to implement a group of campaigns that are related to a specific marketing initiative to report on success.

What should a consultant recommend to meet the requirement?

- A. Create a custom Campaign Purpose field.
- B. Create a custom Campaign Group object.
- **C. Use the existing Parent Campaign field.**

#### Answer: C

Explanation:

Cloud Kicks needs to group campaigns related to a specific marketing initiative to report on their collective success. The consultant should recommend using the existing Parent Campaign field to create a campaign hierarchy.

Key Points:

\* Campaign Hierarchies: Salesforce allows users to relate campaigns using the Parent Campaign field, forming a hierarchy. This hierarchy can be up to five levels deep and include an unlimited number of sibling campaigns.

\* Grouping Campaigns: By designating a Parent Campaign (e.g., the marketing initiative), all related campaigns (child campaigns) can be linked under it.

\* Reporting Benefits: Salesforce provides roll-up summary fields for campaign hierarchies, such as Total Responses, Total Opportunities, and Total Won Opportunities. This enables reporting on the collective performance of all campaigns within the hierarchy.

\* Ease of Implementation: Using the existing Parent Campaign field requires no additional customization and leverages standard Salesforce functionality.

Why Other Options Are Less Suitable:

\* A. Create a custom Campaign Purpose field: While adding a custom field might help categorize campaigns, it does not provide hierarchical relationships or roll-up reporting.

\* C. Create a custom Campaign Group object: This would require custom development and could complicate the reporting process, whereas standard functionality already exists to meet the requirement.

Salesforce Sales Cloud References:

\* Campaign Hierarchies Overview: Salesforce Help - Set Up a Campaign Hierarchy

\* Reporting on Campaign Hierarchies: Salesforce Help - Campaign Reports

\* Benefits of Using Parent Campaign Field: Using the Parent Campaign field simplifies the organization of campaigns and enhances reporting capabilities without additional customization.

By utilizing the existing Parent Campaign field, Cloud Kicks can effectively group related campaigns under a marketing initiative and report on their collective success.

## NEW QUESTION # 151

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