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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q53-Q58):

### NEW QUESTION # 53

A customer needs a solution to generate tactic product conditions in Consumer Goods Cloud and has asked a consultant to do a feasibility check.

What should the consultant advise the customer?

- A. Tactic product conditions can be generated only at the lowest product level in the product hierarchy.
- B. Tactic product conditions can be generated on any product hierarchy level that the user chooses.

- C. Tactic product conditions can be generated only at the available product level configured in the tactic template.

**Answer: C**

Explanation:

Tactic Product Conditions (TPCs) are the records generated by TPM to represent the "deal" in a way that can be executed-for example, a pricing condition record sent to an ERP to apply a 10% discount.

The generation of these conditions is not free-form; it is strictly governed by the configuration of the Tactic Template.

\* Feasibility Constraint: You cannot simply choose to generate a condition at the "Brand" level if the Tactic was designed and configured to operate at the "SKU" level, or vice versa.

\* Tactic Template Configuration: When setting up a Tactic Template (e.g., "Display - Gold"), the administrator defines the Product Level (e.g., Category, Brand, Product) at which this tactic operates.

The system relies on this configuration to know how to aggregate or split the data when generating the conditions.

Therefore, Option B is the correct advice. The system enforces the structure defined in the template. If the Tactic Template is configured for "Product Level" input, the conditions will be generated at the Product Level. If it is configured for "Category Level," the conditions will be generated at the Category Level. Option A is incorrect because the user cannot override the template configuration on the fly. Option C is incorrect because TPM supports conditions at higher levels (like Category) if the template is set up that way; it is not restricted only to the lowest level.

#### NEW QUESTION # 54

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.

If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- A. The KPI changes will be reflected every 10 minutes through SF Data Sync.
- B. The KPI changes will be updated immediately.
- C. The KPI changes will be picked up in a batch run overnight and reflected the next day.

**Answer: B**

Explanation:

Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.

When a Key Account Manager (KAM) or consultant modifies a KPI in the Volume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.

\* In-Memory Calculation: The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.

\* Shared Context: The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.

Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial reality immediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

#### NEW QUESTION # 55

A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.

Which considerations should the company factor in?

- A. User personas, business milestones, service level agreements, change management
- B. User personas, business units, business milestones, change management
- C. User personas, business units, survey results, change management

**Answer: B**

Explanation:

A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a

"People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:

\* User Personas: You must understand who is using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the

KAMs before adding Finance users.

\* Business Units: Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.

\* Business Milestones: You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.

\* Change Management: TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.

Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan<sup>4</sup>.

### NEW QUESTION # 56

A key account manager (KAM) needs to plan promotions for a sports event at the beginning of the planning year. The customer fund does not hold enough money.

Which Consumer Goods Cloud settings allow the KAM to overspend the customer fund?

- A. Fixed Overdraw % and RBF Overdraw % setting on the account extension
- B. Fixed Overdraw % and RBF Overdraw % setting on the transaction template
- C. Fixed Overdraw % and RBF Overdraw % setting on the fund template

**Answer: C**

Explanation:

In Consumer Goods Cloud TPM, funds are governed by Fund Templates. These templates define the rules of engagement for the budget, including strictness on spending limits.

The scenario describes a situation where a KAM needs to overspend (go into a negative balance) because the fund doesn't yet have enough money (common at the start of the year before rate-based accruals have built up)

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To permit this, the administrator must configure the Overdraw settings on the Fund Template<sup>11</sup>:

\* Fixed Overdraw %: Defines how much a fixed fund can be overspent.

\* RBF Overdraw %: Defines how much a Rate-Based Fund (RBF) can be overspent.

If these are set to 0%, the system will block the promotion. By adjusting these percentages on the Fund Template (Option B), the system allows the KAM to approve the promotion even with insufficient current funds, assuming the deficit will be covered by future sales accruals. Option A is incorrect as transaction templates define the movement of money, not the balance limits. Option C is incorrect as Account Extensions hold customer attributes, not fund rules.

### NEW QUESTION # 57

Ursa Major Solar needs to migrate a promotion from its existing legacy system to Consumer Goods Cloud TPM.

Which structures need to be in place in the Salesforce org before migrating the promotion?

- A. Sales org, master data, promotion templates, funds, payment templates
- B. Sales org, master data, promotion templates, tactic templates, all related KPI templates
- C. Org unit hierarchy, master data, assortment, promotion templates, payment templates

**Answer: B**

Explanation:

Migrating active or historical promotions into Salesforce Consumer Goods Cloud TPM is a complex dependency management task. You cannot create a promotion record if the underlying "scaffolding" does not exist. The correct order of operations dictates that Sales Org and Master Data (Customers, Products, Periods) must be loaded first, as promotions are anchored to these entities. Crucially, however, the Templates are the "DNA" of any TPM object. A promotion cannot exist without a Promotion Template to define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which require Tactic Templates.

Furthermore, and most importantly for this specific answer option, the calculation engine relies on KPI Templates (or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If the KPI templates are not in place, the promotion has no "fields" or metrics to hold the migrated data values (like "Planned Volume" or "Fixed Cost"). Therefore, you cannot migrate the promotion data until the KPI structure that defines that data is fully configured and active in the target org. Option A correctly captures this full chain of structural dependencies: Org -> Master Data -> Promo Templates -> Tactic Templates -> KPI Templates.

## NEW QUESTION # 58

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