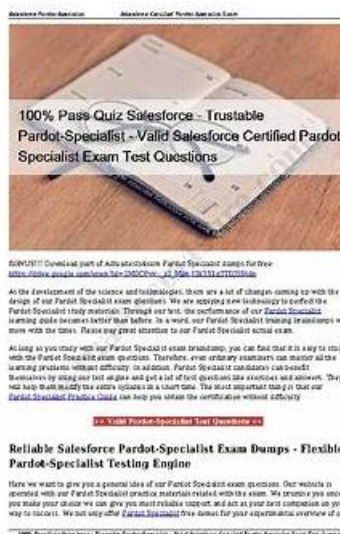


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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q30-Q35):

NEW QUESTION # 30

Key account managers (KAMs) want to use existing promotions as a blueprint and run the same pattern at a future date with the same customer. To reduce the number of clicks, the TPM consultant must ensure that the application presets the products and tactics from the source promotion.

Which settings should the TPM consultant configure?

- A. Mark the promotion template as derivable, set up a child promotion relationship with the promotion template, and configure Usage Derive and Copied Components Tactics; Products
- B. Mark the promotion template as copyable, set up a child promotion relationship with the promotion template, and configure Usage Copy and Copied Components Tactics; Products
- C. Mark the promotion template as pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products

Answer: A

Explanation:

In Consumer Goods Cloud TPM, the concept of a "Blueprint" or "Pattern" promotion is handled through Derivation. This is distinct from a simple "Copy/Paste." A "Derivable" promotion acts as a parent or master template. To implement this:

* Mark as Derivable: The specific Promotion Template must be flagged as Derivable.

* Child Relationship: You must define the relationship that allows a new promotion to be spawned from this template.

* Usage Derive: The configuration setting Usage: Derive tells the system that this logic applies when deriving a child promotion, not just copying one.

* Copied Components: This is the most critical part for the user's requirement ("presets the products and tactics"). The consultant must explicitly select Tactics and Products in the Copied Components configuration.

If these components are not selected, the new promotion will be created with the correct dates and header info, but it will be empty (no products, no tactics). By configuring Derive with Copied Components, the system duplicates the entire structure of the blueprint, allowing the KAM to simply adjust the dates or uplift numbers, significantly reducing click count and ensuring consistency with the "Blueprint" strategy.

NEW QUESTION # 31

A client wants to have an extra column to enter a fixed amount in a promotion. The column needs to be added next to the Planned Fixed Spend calculation. A consultant already created the new key performance indicator (KPI) definition and adjusted the proper KPI set.

Which additional configuration does the consultant need to do to make the column available on the promotion?

- A. Assign the SPC subset to the new KPI definition.
- B. Assign the tactic subset to the new KPI definition.
- C. Assign the VPC subset to the new KPI definition.

Answer: A

Explanation:

In the TPM User Interface, the Promotion P&L is divided into distinct sections known as "Cards" to organize the massive amount of data. The two primary cards are the Volume Planning Card (VPC) and the Spend Planning Card (SPC).

* VPC (Volume Planning Card): Contains metrics related to quantities, such as Baseline Volume, Uplift Volume, and Total Volume.

* SPC (Spend Planning Card): Contains financial metrics, such as Fixed Fees, Variable Spend, ROI, and Margins.

The requirement is to add a column for a "fixed amount" next to "Planned Fixed Spend." Since "Fixed Spend" is a financial/monetary metric, it resides within the Spend Planning Card. Creating the KPI definition is only the first step. To make that KPI visible on the UI, it must be assigned to the correct KPI Subset. The KPI Subset effectively acts as a filter or a view controller. If you create a financial KPI but do not assign it to the SPC Subset (Option B), it will exist in the system but will remain invisible to the KAM on the promotion screen. Option A is incorrect because the VPC is for volume, not spend. Option C is incorrect because "tactic subset" generally refers to the configuration of the tactic list itself, not the financial grid columns.

NEW QUESTION # 32

A beverage company wants to capture marketing activity on the day of the Super Bowl, across the country with all retailer stores and chain of outlets.

How should a consultant recommend using the promotions module?

- A. Create a mega event specific to an occasion.
- B. Use the promotion customer sets to reach all of the outlets.
- C. Use an existing promotion template created for uplift promotion.

Answer: A

Explanation:

In the Salesforce Consumer Goods Cloud TPM architecture, a Mega Event (often referred to as an "Event" or "Campaign" object in the hierarchy) serves as a high-level container designed specifically for this use case.

When a marketing activity is tied to a specific Occasion-like the Super Bowl, Christmas, or Black Friday- that spans across multiple different retailers, geographies, and accounts, creating individual, disconnected promotions for each customer makes high-level reporting difficult. A Mega Event allows the manufacturer to define the "Super Bowl Campaign" once at the top level.

Individual trade promotions for specific retailers (e.g., a "Super Bowl Promo for Walmart" and a "Super Bowl Promo for Target") are then linked as child objects to this parent Mega Event. This structure provides two critical benefits:

* Aggregation: The system can roll up the volume, spend, and profit from all the child promotions into the Mega Event, giving the beverage company a "Total Super Bowl Performance" view instantly.

* Top-Down Planning: The headquarters can define the strategic guidelines and total budget for the occasion in the Mega Event, which then guides the Key Account Managers (KAMs) as they execute the specific deals.

Option B (Customer Sets) is a mechanism for grouping stores for a single promotion, but it does not inherently solve the "Occasion" tracking across the entire country and different distinct retail chains as effectively as the Mega Event structure.

NEW QUESTION # 33

Cloud Kicks (CK) has decided to extend its existing Salesforce solution by implementing Consumer Goods Cloud TPM. CK has started a discovery workshop and, due to a multi cloud solution, wants to have specific security requirements to limit users' access to certain customers and products. Customer and product accessibility should be set by selecting specific combinations of elements, and also by using the customer and product hierarchy.

How should a consultant meet these requirements?

- A. Leverage Salesforce Platform's standard security, which will derive the access to customer and promotional plans without the need to provide access to an individual customer at the Account and Product category levels.
- B. Leverage Consumer Goods Cloud TPM's permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.
- C. Leverage Consumer Goods Cloud TPM's standard security to manage the edit and access rights in the User settings for individual users based on the accounts and product categories for which they are responsible.

Answer: C

Explanation:

Security in Consumer Goods Cloud TPM operates on two layers: the standard Salesforce record access (Sharing Rules) and the application-specific TPM User Settings.

For the complex requirement of "selecting specific combinations of elements" (e.g., User A handles 'Beverages' for 'Walmart' but only 'Snacks' for 'Target'), standard Salesforce Sharing Rules are often too blunt or require excessive maintenance. TPM addresses this via User Settings.

In the TPM application configuration, you can define Managed Accounts and Managed Products for each user or user profile. This acts as a filter for the Planning Grid (P&L view). When a Key Account Manager (KAM) logs in, the system checks these User Settings to determine which part of the massive Product x Customer hierarchy to load into their view. This ensures they only see and plan for the specific intersection of Customers and Categories they are responsible for. Option A correctly identifies this mechanism ("User settings") as the standard and intended way to handle this granular, matrix-based responsibility assignment within the TPM module, rather than relying solely on broad Platform security or Permission Sets.

NEW QUESTION # 34

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

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

Answer: C

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 # 35

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