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Salesforce Certified Sales Cloud Consultant Sample Questions (Q189-Q194):

NEW QUESTION # 189

The Cloud Kicks marketing team purchased a marketing automation tool and is implementing a lead qualification process. The sales director provided key attributes and activity history of the ideal lead.

What should the consultant do to help marketing improve the process?

- **A. Develop the Lead score and grade in the marketing automation tool to automatically determine when a lead should become qualified.**
- B. Set up the marketing automation tool to send prospects to the sales director and ask sales reps to assist in the qualification process.
- C. Create reports based on the sales metrics provided in the marketing automation tool and train marketing users to identify and qualify leads.

Answer: A

Explanation:

To enhance the lead qualification process, developing a Lead score and grade in the marketing automation tool is the most effective approach. Here's why:

- * Automated Qualification: By using lead scoring and grading, the marketing automation tool can evaluate leads based on key attributes and activity history. This helps identify which leads meet the criteria for sales readiness, streamlining the handoff to sales.
- * Improved Lead Quality: Scoring and grading allow the marketing team to prioritize high-quality leads based on factors that indicate a higher likelihood of conversion, which aligns with the sales director's specifications for an ideal lead.
- * Salesforce Best Practices: Salesforce recommends using lead scoring and grading to automate and refine the lead qualification process, improving efficiency and alignment between marketing and sales.
- * References: Details on Lead Scoring and Marketing Automation can be found in Salesforce documentation, which covers best practices for improving lead quality.

In summary, developing the Lead score and grade in the marketing automation tool (Option B) provides an automated method to qualify leads based on specific criteria, improving the overall lead management process.

NEW QUESTION # 190

Sometimes, Universal Containers sales reps need to create contacts without accounts based on business processes. What should the consultant take into consideration?

- A. Contacts are private and shared through sharing rules.
- **B. Contacts are private and only the owner and admin can view them.**
- C. Contacts are private and shared through the role hierarchy.

Answer: B

Explanation:

In Salesforce, when contacts are created without being associated with an account, they are referred to as "Private Contacts." Private Contacts are visible only to the record owner and system administrators, and they do not inherit sharing settings from accounts because they aren't linked to any. Since these contacts are not associated with accounts, they remain isolated from standard sharing rules or role hierarchies, emphasizing that only the owner and admin can view them. For further details, see: Salesforce Private Contacts.

NEW QUESTION # 191

Cloud Kicks maintains products and price books on an external platform due to the high frequency of product pricing changes. Sales managers want to monitor pipeline by sales rep and track team revenue to goal in Sales Cloud. What should the consultant do to meet the requirement?

- A. Implement Opportunity Teams and Opportunity Splits.
- **B. Use Opportunities and enable Forecasts.**
- C. Create reports on closed Opportunities.

Answer: B

Explanation:

To monitor pipeline and track team revenue to goal, using Opportunities with Salesforce Forecasts is the best approach. Opportunities enable tracking of individual deals, while Forecasts provide a consolidated view of expected revenue, allowing sales managers to view progress toward goals by rep, team, or other criteria. This configuration supports both pipeline monitoring and revenue goal tracking, which aligns with CK's requirements.

While Opportunity Teams and Opportunity Splits are useful for revenue sharing and tracking contributions on specific deals, they do

not offer the comprehensive goal-tracking functionality that Forecasts provide.

Creating reports on closed Opportunities is helpful but lacks the real-time forecasting capabilities required.

Salesforce Documentation References:

- * Sales Forecasting in Salesforce
- * Using Opportunities with Forecasts

NEW QUESTION # 192

Universal Containers (UC) is going to kick off a Sales Cloud implementation project next month. In preparation for discovery workshops with the business stakeholders, the project manager has asked for a list of key topics the team wants to ask the client about prior to the workshop.

Which topics will help the team get to know UC better?

- A. Goals, values, Initiatives, strategies, and obstacles
- B. Specific, measurable, achievable, relevant, and time-bound
- C. Budget, authority, need, and time

Answer: A

Explanation:

During the preparation phase for a Sales Cloud implementation project, understanding Universal Containers' goals, values, initiatives, strategies, and obstacles is essential for aligning Salesforce solutions with business needs. These topics help the consulting team to understand the organization's overarching priorities, challenges, and long-term objectives.

* Understanding Business Context: By discussing goals and values, the team gains insight into what drives UC's business. This context helps in designing solutions that align with the company's mission and key objectives.

* Assessing Current and Future Strategies: Learning about ongoing initiatives and strategies provides clarity on what UC is currently focused on and what they aim to achieve. Identifying obstacles helps in foreseeing potential challenges in implementation.

Option B (specific, measurable, achievable, relevant, and time-bound) pertains to goal-setting frameworks, and Option C (budget, authority, need, and time) is specific to sales qualification rather than discovery workshops for understanding an organization's business context. For guidance on preparing for discovery workshops, refer to Salesforce's Discovery Process Best Practices.

NEW QUESTION # 193

Cloud Kicks has purchased a list of prospects and wants sales reps to contact and measure the return on investment (ROI) of the purchased list.

Which solution should the consultant recommend?

- A. Import the list as new Leads and map the Campaign during import.
- B. Import the prospects as Contacts and assign them to Accounts.
- C. Import the list as new Leads and update the Lead Source to "Purchased Lead".

Answer: A

Explanation:

To measure the ROI of a purchased prospect list, importing the list as new Leads and mapping the Campaign during import is recommended. Here's why:

* Campaign Attribution: By associating the leads with a specific campaign, CK can easily track ROI by monitoring campaign-related metrics such as conversions, sales, and revenue directly attributable to the purchased list.

* Lead Tracking and Management: Importing as Leads allows for centralized tracking of all new prospects, enabling sales reps to follow up and progress leads through the sales funnel. Associating these leads with a campaign helps assess the effectiveness of the purchased list.

* Salesforce Best Practices: Salesforce recommends using Campaigns to track marketing initiatives and their ROI. By mapping leads to a campaign, CK can leverage standard Salesforce campaign reporting to assess effectiveness and ROI.

* References: Salesforce's documentation on Leads and Campaign Management provides details on importing leads and associating them with campaigns for ROI tracking.

In summary, importing the list as new Leads and mapping the Campaign during import (Option C) allows Cloud Kicks to effectively track and measure the ROI of the purchased list.

NEW QUESTION # 194

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