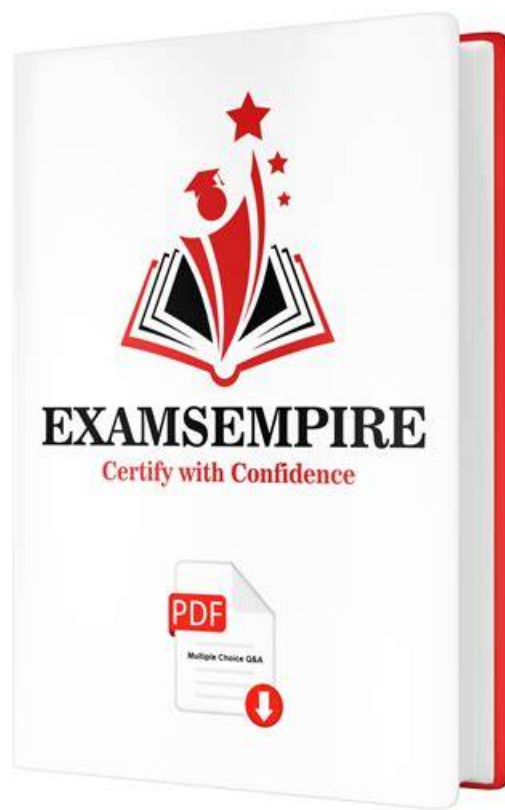


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Salesforce AP-205 Exam Syllabus Topics:

Section	Weight	Objectives
Implementation	40%	- Implement TPM capabilities • 1. Implement promotions and tactics • 2. Manage settlement processes • 3. Configure funds and transactions • 4. Configure KPI calculations and reporting • 5. Implement data synchronization processes
Discovery	32%	- Use Consumer Goods Cloud and TPM for customer environments • 1. Capture non-functional and volumetric requirements • 2. Gather functional and technical requirements • 3. Conduct discovery interviews using TPM lifecycle • 4. Map TPM and third-party systems capabilities • 5. Document customer journey and business processes

Design	28%	- Design TPM solutions 1. Recommend best practices for data management 2. Configure trade promotion planning processes 3. Design reporting and analytics solutions 4. Design integration and synchronization approaches 5. Design scalable TPM architecture
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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q28-Q33):

NEW QUESTION # 28

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

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

Answer: A

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 # 29

Cloud Kicks (CK) has implemented Consumer Goods Cloud TPM and its administrator has uploaded Customer Business Plans (CBPs) in January for the current year (CY) and the next year (NY) for each Planning Customer Category combination. As some of CK's key account managers (KAMs) are responsible for all categories within a Planning Customer, the company would like to change the setup to have just one CBP by Planning Customer.

Which information should a consultant share with CK?

- A. None of the CBPs, which were created for the CY and NY can be deleted.
- B. The CBPs for the CY cannot be deleted, but CBPs for the NY can be deleted.
- C. The CBPs for the CY and NY can be deleted and set up as needed.

Answer: C

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are records that establish the targets and planning data for a specific customer and year. If the granularity of the planning needs to change (e.g., from "Planning Customer + Category" to just "Planning Customer"), the existing CBP records can be deleted provided they are not locked by active workflows or other restrictive dependencies that strictly prevent deletion. Deleting the incorrect CBPs allows the administrator to re-upload or re-create the plans at the correct level of granularity (Planning Customer level) for both the Current

Year and Next Year to meet the new business requirement.

NEW QUESTION # 30

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 # 31

Northern Trail Outfitters wants to roll out the Consumer Goods Cloud TPM application to the German market. The local business is typically running promotions either for the entire Planning Customer or for specific store formats; for example, Hypermarket and Minimarket of the Planning Customer. Besides being able to determine the Store Format within a promotion, the local business wants to be able to get a graphical overview of which promotions are running during which timeframe for a certain Store Format of the Planning Customer.

Which implementation should the TPM consultant recommend?

- A. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and build a report outside of Consumer Goods Cloud TPM to review promotions by Store Format.
- B. Assign Store Formats as Sub Accounts to the Planning Customer before creating Sub Account promotions by Store Format and filter as needed for Store Formats in the Trade Calendar.
- **C. Create Customer Promotions, use a custom Promotion Attribute to specify the Store Format, and filter in the Trade Calendar promotions using the new Store Format attribute.**

Answer: C

Explanation:

The requirement is twofold: flexible planning (sometimes total customer, sometimes specific format) and graphical visibility (filtering the calendar).

Option C offers the most efficient design by leveraging Promotion Attributes and the native Trade Calendar filtering capabilities.

Instead of fracturing the account structure or forcing every promotion to be at the "Sub Account" level (which adds significant maintenance overhead as seen in Option B), the consultant should recommend planning at the main Customer level. To handle the "Format" distinction, a custom dropdown (Attribute) is added to the Promotion Template labeled "Store Format" (e.g., Hypermarket, Minimarket, All).

The crucial feature here is the Trade Calendar's ability to filter based on these attributes. The KAM can open the calendar for the "German Market" account and apply a quick filter: "Show only Hypermarket promotions." This instantly renders the requested "graphical overview" of the timeframe overlap for that specific format. This approach avoids the need for external reporting (Option A) and keeps the user experience seamless within the TPM application, satisfying both the data capture and the visualization requirements with standard configuration.

NEW QUESTION # 32

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

Which business stakeholders should a consultant prioritize speaking with when taking a top down approach to begin their discovery process to gather these requirements?

- A. KAMs and demand planners
- B. Sales managers and KAMs
- C. Sales managers and finance managers

Answer: C

Explanation:

The key phrase in this requirement is "top down approach". This implies starting with the strategic decision-makers who determine the overall budget and its distribution, rather than the execution level.

* Finance Managers: They are the custodians of the overall trade budget. They define the financial guardrails, profit targets, and total available funds for the fiscal year.

* Sales Managers: They receive the budget from Finance and are responsible for allocating it to their respective territories and KAMs. They decide that "Region A gets \$1M" and "Region B gets \$2M." Speaking with KAMs (Option A/B) represents a bottom-up approach, as they are the recipients and users of the funds, not the allocators. Therefore, to understand the "allocation optimization" from the top, the consultant must prioritize Sales Managers and Finance Managers.

NEW QUESTION # 33

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