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Salesforce Certified Sales Cloud Consultant

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1.Cloud Kicks is migrating from its current CRM application to Salesforce in phases across various

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Salesforce CRT-251 Certification Exam is a valuable credential for individuals seeking to advance their career in sales and become experts in the Sales Cloud. By demonstrating their knowledge and skills in this area, certified professionals can enhance their credibility and open up new opportunities for professional growth and advancement.

To be eligible for the Salesforce CRT-251 Exam, a candidate must have prior experience with Salesforce Sales Cloud implementation and possess a strong understanding of the Sales Cloud domain. Though there are no formal prerequisites for taking the exam, it is recommended that candidates have experience in Salesforce administration, configuration, and customization.

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Salesforce Certified Sales Cloud Consultant Sample Questions (Q63-Q68):

NEW QUESTION # 63

Cloud Kicks wants to help its sales reps identify stalled opportunities in a single view. Which solution should the consultant recommend to meet the requirement?

- A. Create a screen flow.
- B. Create a Lightning Web Component.
- C. Use Deal Insets to Pipeline Inspection.

Answer: C

Explanation:

Deal Insights within Pipeline Inspection in Salesforce provides sales reps with a single view to identify and manage stalled opportunities. This feature leverages AI to highlight deals that may require attention based on changes in engagement, activity, and other deal characteristics. It helps sales reps quickly identify which opportunities need follow-up and which are at risk of stalling, providing valuable insights for pipeline management.

Reference:

Pipeline Inspection and Deal Insights

Deal Insights Overview

NEW QUESTION # 64

Sales reps at Cloud Kicks (CK) often receive important customer emails they want to record as activities related to contacts in Salesforce. CK has Office 365, as well as a policy that prevents users from installing anything directly on their computers. Which solution should a consultant recommend meeting this requirement?

- A. Salesforce for Outlook
- B. Salesforce Console for Sales
- C. Lightning Console for Sales
- D. Einstein Activity Capture

Answer: D

Explanation:

Einstein Activity Capture is a Salesforce feature that automatically syncs emails and events from Office 365 (or Gmail) to Salesforce. Users do not need to install anything on their computers, as the feature works in the cloud. Users can also choose which emails and events to sync, and relate them to contacts, accounts, opportunities, or other records in Salesforce. Einstein Activity Capture can help users save time and keep track of their customer interactions. Verified Reference: [Einstein Activity Capture]

NEW QUESTION # 65

Universal Containers wants support agents skilled in a particular product line to own cases directly after customers log them from an automated channel. What feature meets this requirement?

- A. Case Escalation Rules
- B. Case Team Routing
- C. Workflow Field Update
- D. Assignment Rules

Answer: D

NEW QUESTION # 66

The Cloud Kicks (CK) sales team works with two different types of leads: distributors and retailers. CK's management wants the

sales team to follow two different lead qualification processes before converting the Lead into an opportunity. Which three actions should a consultant recommend to meet this requirement?
Choose 3 answers

- A. Create retailer and distributor lead processes.
- B. Add leads to different campaigns based on lead type.
- C. Create Status picklist values specific to each lead type.
- D. Create a new profile and only assign one lead record type to it.
- E. Create distributor and retailer lead record types.

Answer: A,C,E

Explanation:

Creating retailer and distributor lead processes can help CK follow two different lead qualification processes before converting leads into opportunities, as it allows them to define different sets of picklist values for the Status field for each lead type. A lead process is a collection of stages that represent the steps that users take to qualify leads, such as Open, Contacted, Qualified, or Converted. Creating Status picklist values specific to each lead type can also help CK follow two different lead qualification processes, as it allows them to customize how they track and measure their progress with different types of leads. For example, they may have different criteria or actions for qualifying a retailer lead versus a distributor lead. Creating distributor and retailer lead record types can also help CK follow two different lead qualification processes, as it allows them to assign different page layouts, processes, and business logic for each lead type. A record type is a way to categorize records based on different business requirements or user profiles.

NEW QUESTION # 67

The sales manager at Cloud Kicks has proposed that the consultant hold a discovery meeting with 250 employees who use Sales Cloud currently to gain information to improve adoption. Which approach should the consultant recommend to the sales manager to meet this goal efficiently?

- A. Meet with a large group of employees to listen to their feedback.
- B. Ask all employees to email their ideas and feedback to the consultant.
- C. Send a survey to all employees asking for a list of desired changes.

Answer: C

NEW QUESTION # 68

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