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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q32-Q37):

NEW QUESTION # 32

A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.

How should the consultant design this? 5

- A. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.
- **B. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.**
- C. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.

Answer: B

Explanation:

To meet the requirement of showing "Promotion Total" values (aggregated scalars like Total ROI, Total Spend, or Total Uplift) rather than a time-series grid, the consultant should utilize the Scorecard component of the Real-Time Reporting (RTR) module.

* Scorecard RTR: This UI component is specifically designed to display single, high-level summary metrics (KPIs) in a card format. It is ideal for "at a glance" impact analysis.

* Configuration: The process involves:

* Flagging the necessary KPIs (e.g., Total Volume, ROI) as "Report Relevant" in the KPI Set configuration so they are exposed to the reporting layer.

* Adding these KPIs to the RTR Configuration JSON.

* Embedding this specific Scorecard component on the Promotion Record Page in Lightning App Builder.

* Why not Flatlist? A Flatlist (Option B) is typically used for tabular, time-phased data (e.g., a grid showing Volume Week 1, Week 2, Week 3). For a "Total Level" summary, a Flatlist is the wrong visualization tool.

NEW QUESTION # 33

Northern Trail Outfitters wants to send email to approvers, when the key account manager (KAM) is not able to approve promotions due to a threshold limitation of plan spend being more than US\$50,000.

How should a consultant configure this scenario, when promotion plan spend is more than \$50,000?

- A. Use Validation action to check threshold and email.
- B. Use business object application programming interface (API) to send email to approver.
- **C. Set action as Email in workflow state transition.**

Answer: C

Explanation:

This requirement describes a conditional approval workflow. In Consumer Goods Cloud TPM, the lifecycle of a promotion (Draft -> Submitted -> Approved) is governed by the Workflow engine (State Machine).

When a KAM attempts to approve a promotion that exceeds a spending limit (e.g., >\$50k), the system must prevent immediate approval and instead route it for review. This is handled by a State Transition.

* Transition Logic: You define a transition from "Draft" to "Submitted for Approval" (or a specific review status) that triggers only when the condition Plan Spend > 50,000 is met.

* Workflow Action: Attached to this specific transition is an Action. In this case, the action is to "Send Email." Therefore, Option B is the correct configuration. You configure the Workflow State Transition to detect the threshold and automatically trigger the Email Action to the approver. Option A (Validation Action) is typically used to block an action entirely (e.g., "Error: You cannot save this promotion"), which wouldn't facilitate the routing process to the approver. Option C (API) is a custom development approach that is unnecessary given the standard Workflow functionality.

NEW QUESTION # 34

A client wants to define the funds available to spend based on the revenue planned for a customer. Which information does a consultant need to collect from the client to understand if this can be fulfilled with the TPM Funds functionality?

- A. The fund templates to which revenue-based funding will apply
- B. The promotions to which revenue-based funding will apply
- C. The tactic conditions to which revenue-based funding will apply

Answer: A

Explanation:

In Trade Promotion Management, funds generally fall into two categories:

* Fixed Funds: A set budget amount (e.g., \$10,000) given for a year.

* Rate-Based (or Revenue-Based) Funds: A budget that accrues dynamically as a percentage of sales (e.g., 5% of Gross Revenue).

The requirement describes a Revenue-Based Fund (often called "Live" or "Accrual" funds). The behavior of a fund—whether it is fixed or rate-based—is strictly defined by the Fund Template.

Therefore, to assess feasibility, the consultant must identify the Fund Templates (Option A). They need to know which buckets of money the client wants to behave this way. Once identified, the consultant configures these specific templates to "Rate Based" mode and links them to the appropriate "Source" KPI (e.g., Planned Revenue). This configuration allows the system to automatically calculate the "Available" fund value by multiplying the Planned Revenue by the defined percentage, fulfilling the client's requirement. Options B and C are downstream elements; the fundamental behavior is dictated by the Fund Template.

NEW QUESTION # 35

Northern Trail Outfitters needs to complete analysis on promotion metrics to ensure the success of the promotions currently being run.

What should a consultant do to get an accurate, immediate view of promotions?

- A. Utilize a third-party AppExchange tool to run analysis.
- B. Create real-time reporting (RTR) and add dimensions.
- C. Export promotion data directly from the Promotion object.

Answer: B

NEW QUESTION # 36

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. 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.
- C. 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.

Answer: B

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 # 37

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