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Salesforce Certified Sales Cloud Consultant Sample Questions (Q94-Q99):

NEW QUESTION # 94

Cloud Kicks is excited about implementing Lightning features during the implementation. The company has rolled out a few groups

of Sales Cloud users on Lightning already, but not all trained on the Sales Cloud Lightning features requested for this implementation. What should the Consultant recommend for a successful deployment?

- A. Adjust the project plan and communicate that the deployment will now be a week earlier.
- B. Deploy all the changes that do not affect the Sales team and deploy the changes in the following sprint.
- **C. Communicate the information so that they have more staff available for changes.**
- D. Adjust the project plan and delay the deployment of the sprint.

Answer: C

Explanation:
Explanation

NEW QUESTION # 95

The Cloud Kicks sales team works with two different types of Leads: distributors and retailers. Cloud Kicks' 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 a new profile and only assign one Lead record type to it.
- B. Set up Opportunity splits to measure how different types of Leads are converted.
- C. Add Leads to different campaigns to determine if they are distributor or retailer Leads.
- **D. Create retailer and distributor Lead processes.**
- **E. Create Status picklist values to accommodate the different qualification statuses for different types of Leads.**
- **F. Create distributor and retailer Lead record types.**

Answer: D,E,F

NEW QUESTION # 96

Cloud Kicks sales reps want to see all of their current opportunities, and the full details, with a minimal amount of navigation or clicks to cycle through them.

Which functionality should the consultant recommend?

- A. Create a 'My Team Opportunities' report and open each opportunity in a new browser tab.
- **B. From the 'My Opportunities' list view, select the Split View option.**
- C. Create a 'My Opportunities' report and open each opportunity in a new browser tab.
- D. Construct a new Sales Console app including opportunities.

Answer: B

NEW QUESTION # 97

Prospects at Cloud Kicks are exposed to many different marketing activities. In most cases, a combination of several different activities result in a successful sale.

How should the consultant configure Salesforce to track which marketing activities influenced the customer to make a purchase?

- A. Implement Customizable Campaign Influence.
- **B. Create a junction object between Campaign and Opportunity.**
- C. Use Surveys to request the information from the customer.
- D. Make the Primary Campaign Source required.

Answer: B

Explanation:
Explanation

Creating a junction object between Campaign and Opportunity is the best way to track which marketing activities influenced a customer to make a purchase. This junction object will allow you to track the influence of multiple Campaigns on a single Opportunity, which can be used to gain insights into which Campaigns are most effective.

NEW QUESTION # 98

The admin at Cloud Kicks recently implemented Sales Cloud and needs to understand the adoption of Lightning Sales Console.

- A. Run the Salesforce Optimizer.
- **B. Open the Lightning Usage App.**
- C. Create a custom report.

Answer: B

Explanation:

The Lightning Usage App in Salesforce provides insights into how users are adopting and using the Lightning Experience, including the Lightning Sales Console. It includes metrics such as daily active users, most visited pages, and feature usage. This tool is specifically designed to help administrators and consultants understand adoption patterns and areas that may need attention or additional training.

References:

- * Lightning Usage App Overview
- * Monitor Adoption with the Lightning Usage App

NEW QUESTION # 99

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