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Salesforce Certified Sales Cloud Consultant Sample Questions (Q75-Q80):

NEW QUESTION # 75

Cloud Kicks (CK) has implemented different sales stages across its varied product lines. CK wants to deploy Collaborative Forecasts to all sales users.

What should a consultant consider when rolling out forecast?

- A. Opportunity Splits must be enabled at the same time.
- B. Multiple Forecast Types must be created and activated.
- C. Single Category or Cumulative Forecast Rollup should be defined.

Answer: C

Explanation:

When deploying Collaborative Forecasts with varied sales stages across product lines, creating and activating multiple Forecast Types is essential. Here's why:

* **Multiple Forecast Types for Different Product Lines:** With different sales stages across product lines, each product line may require a unique forecast type to reflect its distinct stages. Salesforce allows the creation of multiple forecast types, which can be configured to cater to specific sales processes.

* **Accurate Forecasting:** By setting up multiple forecast types, Cloud Kicks can ensure that forecasts align with the unique sales processes for each product line, enabling accurate and actionable forecasting.

* Salesforce Best Practices: Salesforce recommends defining multiple forecast types when organizations have varied sales stages, as this allows for customized forecast management that aligns with business requirements.

* References: Salesforce's documentation on Collaborative Forecasts outlines the process of configuring multiple forecast types and how to manage them.

In summary, creating and activating multiple Forecast Types (Option B) is necessary to accurately roll out forecasts across varied product lines at Cloud Kicks.

NEW QUESTION # 76

Universal Containers has implemented a lead qualification process that uses a lead scoring formula. Upon review, many of the converted leads with the highest scores had little interest in making a purchase.

Which modification to the current lead qualification process should a consultant recommend?

- A. Include a measure for the number of marketing touches.
- B. Evaluate each record against the target marketing persona.
- C. **Increase points for actions that Indicate Intent.**

Answer: C

Explanation:

When leads with high scores do not convert as expected, it suggests that the scoring model may not effectively measure purchase intent. Adjusting the lead scoring formula to assign higher points for actions that indicate strong intent (such as downloading a whitepaper or requesting a demo) can improve the accuracy of the scoring process, ensuring that highly interested leads are prioritized.

Including a measure of marketing touches or evaluating against personas could also help, but increasing points for high-intent actions directly addresses the issue of prioritizing leads based on purchase readiness.

Salesforce Documentation References:

- * Lead Scoring Best Practices
- * Improving Lead Qualification

NEW QUESTION # 77

Universal Containers has been using Sales Cloud for the last 5 years to manage leads, accounts, contacts, and opportunities.

The SVP of sales recently attended a conference and learned about Sales Cloud Einstein features. The SVP is very interested in Einstein Lead Scoring and Einstein Deal Insights. The SVP hired a consultant to create an implementation immediately.

Which step should the consultant take first?

- A. Enable Einstein Activity Capture In a developer org
- B. **Run the Einstein Readiness Assessor in a sandbox.**
- C. Enable both Einstein features In production.

Answer: B

Explanation:

Before implementing Einstein features such as Einstein Lead Scoring and Einstein Deal Insights, it is essential to run the Einstein Readiness Assessor. This tool evaluates the Salesforce org's data to determine whether it meets the requirements for these Einstein features, ensuring that they will provide accurate and actionable insights.

* Assessing Data Readiness: The Einstein Readiness Assessor checks if the data quality and quantity are sufficient for Einstein's AI-driven insights, which is crucial for accurate scoring and predictions.

* Informed Implementation Planning: Running the readiness assessment in a sandbox allows the consultant to understand any adjustments needed before enabling the features in production.

Option B (enabling Einstein Activity Capture in a developer org) and Option C (enabling both features in production) should be done only after confirming readiness. For more information, see the Einstein Readiness Assessor documentation.

NEW QUESTION # 78

Cloud Kicks has enabled territory forecasts to see how expected revenue compares between sales territories, and to determine which territory has closed the most deals in a month. The territory hierarchy has three branches with child territories, where forecast managers may be assigned to a few of them

Which action can forecast managers perform?

- A. Add a Forecasts tab to the Sales app.
- B. Add territory forecast to the hierarchy.
- C. Share the forecast with any Sales Cloud user.

Answer: C

Explanation:

When using Collaborative Forecasts with Territory Management in Salesforce, forecast managers play a crucial role:

* Forecast Managers: Assigned to territories, they are responsible for managing and submitting forecasts for their territories. They can view, adjust, and share forecasts within their organization.

NEW QUESTION # 79

During the last requirements meeting, Cloud Kicks team members said they will be attending a conference next week.

What should a consultant do in response to this news?

- A. Use the downtime to develop User Acceptance Testing (UAT) scripts.
- B. Update the project plan and communicate it to stakeholders.
- C. Ask the client to sign off on requirements and start the Build phase.

Answer: B

Explanation:

When there is an anticipated downtime, such as team members attending a conference, the best practice is to update the project plan accordingly and communicate these changes to all stakeholders. This ensures that everyone remains informed of any schedule adjustments and can anticipate potential impacts on timelines or deliverables. Properly managing and communicating schedule adjustments maintains transparency, keeps stakeholders aligned, and allows for efficient reallocation of resources during the downtime. This is a key aspect of effective project management in Salesforce projects, where timely updates are essential to maintaining project momentum and stakeholder trust.

NEW QUESTION # 80

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Avoiding Mini-Waterfalls and Making the Change Stick, In Sales-Con-201 principle, many areas of city operations could be made more efficient through this type of approach, says Luca.

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