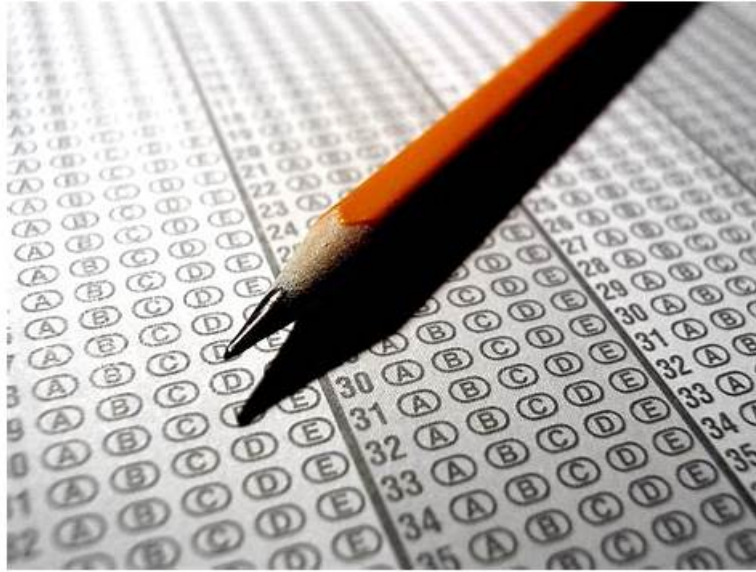


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Salesforce Certified Sales Cloud Consultant Sample Questions (Q22-Q27):

NEW QUESTION # 22

The consultant at Cloud Kicks has successfully implemented Einstein Lead Scoring. The VP of sales wants to see the effectiveness of this new functionality.

What should the consultant do to fulfill this request?

- A. Create a custom report type for Sales Cloud Einstein records.
- B. Add the Einstein prediction column to the forecast list view.
- C. Add a standard dashboard for Sales Cloud Einstein.

Answer: C

Explanation:

To demonstrate the effectiveness of Einstein Lead Scoring, using the standard dashboard for Sales Cloud Einstein is ideal. Salesforce provides pre-configured Einstein dashboards that visualize the impact of AI- driven insights, including lead scoring metrics. These dashboards present data such as lead conversion likelihood and lead score distributions, allowing the VP of Sales to monitor how well the leads are being scored and prioritized by Einstein. This dashboard provides real-time insights without requiring custom report types, making it a straightforward solution for tracking the effectiveness of this functionality within Sales Cloud

NEW QUESTION # 23

The Discovery phase with Cloud Kicks (CK) has just ended.

CK wants a visual way to see how the new business processes will work. CK's process is complex and requires multiple slides.

What should the consultant create to provide this high-level view?

- A. Capability Model
- **B. Universal Process Notation**
- C. Value Stream Map

Answer: B

Explanation:

After the Discovery phase, Cloud Kicks (CK) wants a visual representation of how the new complex business processes will work, requiring multiple slides. The consultant should create a diagram using Universal Process Notation (UPN).

Key Points:

- * Universal Process Notation (UPN): UPN is a simple, user-friendly way to map business processes. It provides a standardized method to document complex processes in a clear and understandable format.
- * Visual Representation: UPN uses simple flowcharts and diagrams to represent processes, making it easier for stakeholders to visualize and understand complex workflows.
- * Scalability: UPN is suitable for representing both high-level overviews and detailed process steps, accommodating the complexity and multiple slides required by CK.
- * Communication Tool: By presenting the processes in UPN, the consultant can effectively communicate how the new processes will function within the organization.

Why Other Options Are Less Suitable:

- * A. Value Stream Map: This method focuses on analyzing and improving the flow of materials and information required to bring a product or service to a consumer. It is more suited for process improvement rather than providing an overall visual representation of new processes.
- * C. Capability Model: A Capability Model provides a high-level view of what an organization does (its capabilities), not how processes work. It is less suitable for showing detailed or complex processes.

Salesforce Sales Cloud References:

- * Business Process Mapping: While Salesforce does not prescribe a specific notation for process mapping, it emphasizes the importance of clear and effective communication of business processes during implementation.
- * Process Visualization Tools: Salesforce partners and consultants often use various process mapping techniques, including UPN, to document and communicate business processes.
- * Change Management: Effective documentation of processes is critical for user adoption and change management, as outlined in Salesforce's Change Management Best Practices.

By creating diagrams using Universal Process Notation, the consultant can provide CK with a visual, comprehensive, and understandable representation of the new complex business processes.

NEW QUESTION # 24

Cloud Kicks acquired a company. The VP of technology wants to migrate all the sales data into Sales Cloud.

Which data migration sequence should the consultant recommend for the objects?

- A. Opportunities, Products, Product Line Items, Cases, Leads, Campaigns, Accounts, Contacts
- **B. Accounts, Contacts, Opportunities, Products, Product Line Items, Cases, Leads, Campaigns**
- C. Accounts, Opportunities, Contacts, Products, Product Line Items, Cases, Leads, Campaigns

Answer: B

Explanation:

When migrating sales data, following the correct object sequence is crucial for maintaining data integrity and relationships. The recommended order starts with Accounts, then Contacts, as they form the foundational relationship structure in Salesforce. Opportunities and Products follow, with Product Line Items next to ensure that dependencies are met. Cases and Leads are typically imported after these foundational elements, followed by Campaigns to complete the migration. This sequence ensures that all data relationships are preserved, enabling a seamless integration of the acquired company's data into the Sales Cloud environment.

NEW QUESTION # 25

Cloud Kicks has organization-wide defaults set to Private for Account. With the rollout of Opportunity Teams, what should a consultant consider?

- A. The Opportunity's Account will be implicitly Read for the team.
- B. Opportunity should be set to Public Read/Write first.
- C. The Opportunity will be implicitly Write for the team.

Answer: A

Explanation:

With Opportunity Teams, Salesforce provides implicit sharing of related records. When an Opportunity is shared with a team, members gain Read access to the associated Account, even if the Account is set to Private in organization-wide defaults. This implicit sharing allows team members to have the necessary context on the Account without changing broader Account access permissions.

NEW QUESTION # 26

Cloud Kicks (CK) has customers who are often involved with more than one company. CK wants to track these contacts on associated accounts without creating duplicate Contact records.

What should a consultant consider when enabling the Set Up Contacts to Multiple Accounts feature?

- A. Create a junction object to link Accounts and Contacts.
- B. Add account relationships from the Contact record.
- C. Designate a default account as the Contact's primary account.

Answer: C

Explanation:

When enabling the Contacts to Multiple Accounts feature, Salesforce requires a primary account designation for each Contact. This primary account is typically the one with which the Contact has the closest or most significant relationship. The feature then allows the Contact to be associated with multiple additional accounts without creating duplicate Contact records, maintaining a clear record hierarchy and relationship view.

NEW QUESTION # 27

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