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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional AP-205 Prüfungsfragen mit Lösungen (Q18-Q23):

18. Frage
Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.
Which business stakeholders should a consultant prioritize speaking with when taking a top down approach to begin their discovery process to gather these requirements?

- A. Sales managers and KAMs
- B. KAMs and demand planners
- C. Sales managers and finance managers

Antwort: C

Begründung:
The key phrase in this requirement is "top down approach"8. This implies starting with the strategic decision- makers who determine the overall budget and its distribution, rather than the execution level.
* Finance Managers:They are the custodians of the overall trade budget. They define the financial guardrails, profit targets, and total available funds for the fiscal year.

* Sales Managers:They receive the budget from Finance and are responsible for allocating it to their respective territories and KAMs. They decide that "Region A gets $1M" and "Region B gets $2M." Speaking withKAMs(Option A/B) represents abottom-upapproach, as they are the recipients and users of the funds, not the allocators. Therefore, to understand the "allocation optimization" from the top, the consultant must prioritizeSales Managers and Finance Managers9.

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

Antwort: A

Begründung:
In the context of Salesforce TPM, Real-Time Reporting (RTR) is a specialized capability designed specifically to address the need for immediate, in-context visibility into promotion performance.
Trade Promotion data is complex; it involves time-phased grids (weekly/daily), different metrics (Volume, Spend, Revenue), and dynamic calculations (Writeback). Standard Salesforce reports sometimes struggle to present this multi-dimensional "P&L" view effectively or instantaneously during the planning and execution flow. Exporting data (Option C) is a manual, static process that becomes obsolete the moment it is done, failing the "immediate view" requirement.
RTR allows users (like Key Account Managers) to view aggregated Key Performance Indicators (KPIs) directly within the application interface without waiting for overnight batch processing or data warehousing synchronization. By configuring RTR and adding the necessary dimensions (e.g., Product, Time, Tactic), the consultant empowers the user to see exactly how the promotion is tracking against its targetsright now. This immediate feedback loop is crucial for "in-flight" adjustments to ensure promotion success4444.

20. Frage
A client wants to have an extra column to enter a fixed amount in a promotion. The column needs to be added next to the Planned Fixed Spend calculation. A consultant already created the new key performance indicator (KPI) definition and adjusted the proper KPI set.
Which additional configuration does the consultant need to do to make the column available on the promotion?

- A. Assign the tactic subset to the new KPI definition.
- B. Assign the VPC subset to the new KPI definition.
- C. Assign the SPC subset to the new KPI definition.

Antwort: C

Begründung:
In the TPM User Interface, the Promotion P&L is divided into distinct sections known as "Cards" to organize the massive amount of data. The two primary cards are the Volume Planning Card (VPC) and the Spend Planning Card (SPC).
* VPC (Volume Planning Card):Contains metrics related to quantities, such as Baseline Volume, Uplift Volume, and Total Volume.
* SPC (Spend Planning Card):Contains financial metrics, such as Fixed Fees, Variable Spend, ROI, and Margins.
The requirement is to add a column for a "fixed amount" next to "Planned Fixed Spend." Since "Fixed Spend" is a financial/monetary metric, it resides within theSpend Planning Card. Creating the KPI definition is only the first step. To make that KPI visible on the UI, it must be assigned to the correctKPI Subset. The KPI Subset effectively acts as a filter or a view controller. If you create a financial KPI but do not assign it to the SPC Subset(Option B), it will exist in the system but will remain invisible to the KAM on the promotion screen. Option A is incorrect because the VPC is for volume, not spend. Option C is incorrect because "tactic subset" generally refers to the configuration of the tactic list itself, not the financial grid columns.

21. Frage
The key account managers (KAMs) at Universal Containers use, in their promotion planning process, the promotion scenario planning to achieve the best setup for the promotion.
How should a consultant configure the Adjustment key performance indicators (KPIs) that the KAMs want to use? 3

- A. Assign Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment KPIs on the Details page of the promotion template.
- B. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as Adjustment subset to the KPI set, which is assigned to the promotion template.
- C. Add Adjustment KPI 1, Adjustment KPI 2, and Adjustment KPI 3 as PromotionScenarios subset to the KPI set, which is assigned to the promotion template. 4

Antwort: C

Begründung:
Scenario Planning in TPM allows Key Account Managers to create "What-If" versions of a promotion (e.g., "What if I increase the discount to 15%?") without affecting the live plan. To facilitate this, the user interface needs to know specifically which KPIs are relevant for these experimental adjustments.
In the TPM configuration,KPI Subsetsare used to group KPIs for specific UI contexts (e.g., the Volume Card, the Spend Card). For Scenario Planning, there is a specialized subset purpose, often referenced as the PromotionScenariossubset (or similarly named configuration hook depending on the specific release version, but conceptually the "Scenario" subset).
By adding the "Adjustment KPIs" (the specific metrics where users input their simulation data, likeSimulated Lift %) to this specific subset in theKPI Set, the consultant ensures that when a KAM enters "Scenario Mode," these specific fields appear and are editable. This segregates the scenario inputs from the standard operational data, allowing the calculation engine to compute the "Scenario Result" separately from the
"Active Plan Result" for comparison.

22. Frage
A consumer goods manufacturer wants to track spending against trade promotion tactics, but does not want to manage the creation of fund records or the financial transactions between funds.
What should a consultant advise?

- A. The Funds module is optional in TPM so does not need to be implemented. Actual spend can still be compared to that defined in the Spend Planning card (SPC), but not against the initial or subsequent transactions used to define the available value of funds. The system will not be able to prevent overspending.
- B. The Funds module is optional in TPM so does not need to be implemented.
Create a single fund per sales org with an initial value representing the total amount in the fund at sales org level to act as a dummy fund record so that Spend Tracking can be used.
The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.
- C. Tracking spend requires implementation of the Fund Management module. Initial fund values can be loaded as initial transactions by dataloading into the appropriate fund records. Subsequent transactions do not need to be managed in the system. The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.

Antwort: B

Begründung:
In Salesforce Consumer Goods Cloud, the Funds Management module is indeed technically optional, but it is deeply integrated into the Tactic Spend calculation logic. The system's calculation engine typically requires a
"Source" to attribute spend against, even if the user does not want to do complex checkbook management (deposits, withdrawals, transfers).
Option A describes the standard workaround for this "Lightweight Funds" requirement.
* The Dummy Fund:By creating a single, high-level fund for the Sales Org, you provide the necessary technical anchor for the system to record "Spend." This satisfies the data model requirement that every tactic spend must be associated with a funding source.
* Spend Tracking:This setup allows the manufacturer to see "Total Planned Spend" accumulating against this dummy bucket.
* Limitations:Since the client refuses to manage transactions (adding money to the fund), the system can only check overspending against theinitialloaded value. It cannot support dynamic accruals or complex validations, but it fulfills the core requirement of "tracking spend" without the operational overhead of full fund management1.

23. Frage
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