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### Salesforce Certified Sales Cloud Consultant Sample Questions (Q38-Q43):

#### NEW QUESTION # 38

Sales managers at Cloud Kicks want to create a sales dashboard of key performance indicators (KPIs) to measure day-to-day operations.

Which key metric should the consultant include in the dashboard?

- A. Number of updated opportunities
- B. Number of marketing qualified leads (MQL)
- C. Number of outbound calls made over a period of time

**Answer: C**

Explanation:

For day-to-day operations, sales managers can benefit from tracking the number of outbound calls made, as this reflects sales activity levels and engagement with leads or customers. This metric is actionable and provides insight into the volume of sales efforts, which is useful for daily KPI tracking.

\* Outbound Calls as a Sales Activity Metric: Outbound calls are a direct measure of sales reps' efforts to reach out to leads and customers. This can help managers understand daily productivity and assess whether activity levels are aligned with sales goals.

\* Direct Impact on Sales Performance: A high number of outbound calls can correlate with increased opportunities and potential sales, making it a valuable metric for daily operations.

Option B (number of updated opportunities) reflects opportunity management but may not directly correlate with daily activity, and Option C (MQLs) focuses more on marketing rather than sales activities. For guidance on creating sales dashboards, refer to Salesforce's Sales Analytics documentation.

### NEW QUESTION # 39

Cloud Kicks has recently set up Sales Cloud and wants to measure the health of an account by comparing the amount of emails that are exchanged in a month.

What should the consultant recommend?

- A. Activity Report
- B. Salesforce Inbox
- C. Einstein Activity Capture

**Answer: C**

Explanation:

To track and measure the health of an account by monitoring email exchanges, Einstein Activity Capture is the recommended tool. It automatically logs emails and meetings from a rep's email and calendar directly into Salesforce, providing insights into customer engagement without manual data entry.

\* Automatic Data Capture: Einstein Activity Capture captures email interactions in real-time, providing an accurate and ongoing measure of account activity levels.

\* Insights into Account Health: By analyzing the volume of interactions captured each month, Cloud Kicks can assess engagement levels and proactively manage account relationships.

Option A (Salesforce Inbox) enhances email productivity but does not provide automated data capture for analysis, and Option B (Activity Report) requires manual logging of data for it to be effective. For more on Einstein Activity Capture, see Salesforce Einstein Activity Capture documentation.

### NEW QUESTION # 40

A consultant is implementing a new Sales Cloud instance for Cloud Kicks (CK) that has a public sharing model for Accounts.

Different sales reps own local accounts that create a multi-level Account Hierarchy. CK needs to see the total number of closed won opportunities and the revenue value for all accounts in the hierarchy when viewing a parent account.

Which recommendation meets this requirement?

- A. Create a roll-up summary field on the Account with the total value of won opportunities from the child accounts.
- B. Reference the revenue totals on the parent accounts in the Account Hierarchy view.
- C. Configure after-save flow to update a custom field on the parent account with the total value of won opportunities from the child accounts.

**Answer: A**

### NEW QUESTION # 41

A consultant received feedback that various sales teams are providing inconsistent updates to leadership about the progress of deals.

What should the consultant recommend for aligning processes and providing more reliable information about the pipeline to leadership?

- A. Customize Sales Path.
- B. Enable Sales Forecasting.
- C. Create a Sales Engagement report.

**Answer: B**

Explanation:

Sales Forecasting in Salesforce is designed to provide sales teams and leadership with a clear, consistent, and reliable view of the sales pipeline. By enabling Sales Forecasting, organizations can align their sales processes, ensuring that sales reps follow a standard

methodology for updating deal progress. This helps in generating accurate forecasts based on the data entered by the sales team. Sales Forecasting also offers detailed insights into expected revenue, deal stages, and close dates, which are crucial for leadership to assess pipeline health and make informed decisions. It allows sales managers to regularly review and adjust forecasts based on real-time data, ensuring that leadership has up-to-date and consistent information about the sales pipeline. For more on setting up and managing Sales Forecasting, refer to the Salesforce documentation: [Salesforce Forecasting Overview](#).

#### NEW QUESTION # 42

Cloud Kicks is restructuring its sales teams to align with its product lines. Each sales rep will focus only on the accounts they've been assigned.

Sales reps will run specific product upsell processes.

Which action should the consultant take to support a successful sales team transition?

- A. Meet with sales reps to review products they are assigned and implement Opportunity Teams.
- B. Meet with executive sales leadership to understand the requirements for record sharing.
- C. Meet with territory sales leadership to design territory assignment rules.

**Answer: C**

Explanation:

To support the transition to product-line-based sales teams, the consultant should meet with territory sales leadership to design territory assignment rules. Here's why:

\* **Territory Management:** Salesforce's Territory Management functionality allows organizations to define rules that assign accounts to specific sales reps based on criteria like product lines. By meeting with leadership, the consultant can ensure that territory assignments align with CK's restructuring goals.

\* **Alignment with Sales Strategy:** Territory assignment rules can be customized to focus sales reps on the specific accounts they are responsible for, ensuring the reps only see and work on the accounts within their designated territory.

\* **Salesforce Best Practices:** Engaging with territory leadership ensures that territory assignment rules align with business strategies, helping facilitate a smooth transition and effective realignment of sales teams.

\* **References:** More details can be found in Salesforce documentation on Enterprise Territory Management, which explains how to create and manage territory assignments effectively.

In summary, meeting with territory sales leadership to design territory assignment rules (Option A) will enable a successful sales team transition by aligning with Cloud Kicks' new sales structure.

#### NEW QUESTION # 43

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