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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q14-Q19):

NEW QUESTION # 14

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

Answer: C

Explanation:

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 the Spend 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 correct KPI 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.

NEW QUESTION # 15

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

In which capability area should a consultant begin their discovery process to identify these requirements?

- A. Funds Management
- B. Promotion Planning
- C. Strategic Planning

Answer: A

Explanation:

The requirement specifically focuses on the allocation of promotion spend¹. In the Trade Promotion Management (TPM) architecture, the mechanism for defining, accruing, and distributing budgets to specific customers is the domain of Funds Management².

While Strategic Planning sets high-level targets (e.g., "Grow revenue by 10%"), it is the Funds Management module that operationalizes the financial resources required to achieve those targets. It handles the logic for:

* Fund Types: Are budgets Fixed (lump sum) or Rate-Based (accrual from sales)?

* Allocation: How is money moved from a Headquarters fund to a specific Customer fund?

* Governance: Rules on who can spend what.

Therefore, to "optimize the allocation," the consultant must first analyze the current Funds Management processes (Option C) to understand how budgets are currently constructed and assigned to KAMs.

NEW QUESTION # 16

Key account managers (KAMs) want to use existing promotions as a blueprint and run the same pattern at a future date with the same customer. To reduce the number of clicks, the TPM consultant must ensure that the application presets the products and tactics from the source promotion.

Which settings should the TPM consultant configure?

- A. Mark the promotion template as derivable, set up a child promotion relationship with the promotion template, and configure Usage Derive and Copied Components Tactics; Products
- B. Mark the promotion template as pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products
- C. Mark the promotion template as copyable, set up a child promotion relationship with the promotion template, and configure Usage Copy and Copied Components Tactics; Products

Answer: A

Explanation:

In Consumer Goods Cloud TPM, the concept of a "Blueprint" or "Pattern" promotion is handled through Derivation. This is distinct from a simple "Copy/Paste." A "Derivable" promotion acts as a parent or master template. To implement this:

- * Mark as Derivable: The specific Promotion Template must be flagged as Derivable.
 - * Child Relationship: You must define the relationship that allows a new promotion to be spawned from this template.
 - * Usage Derive: The configuration setting Usage: Derive tells the system that this logic applies when deriving a child promotion, not just copying one.
 - * Copied Components: This is the most critical part for the user's requirement ("presets the products and tactics"). The consultant must explicitly select Tactics and Products in the Copied Components configuration.
- If these components are not selected, the new promotion will be created with the correct dates and header info, but it will be empty (no products, no tactics). By configuring Derive with Copied Components, the system duplicates the entire structure of the blueprint, allowing the KAM to simply adjust the dates or uplift numbers, significantly reducing click count and ensuring consistency with the "Blueprint" strategy.

NEW QUESTION # 17

When implementing Consumer Goods Cloud TPM, it is essential to ensure seamless integration with existing third-party systems for comprehensive functionality.

Which set of systems should a consultant discuss with the customer to ascertain compatibility and data synchronization with TPM?

- A. Point of Sale (POS) systems, Content Management Systems (CMS), and Digital Asset Management (DAM) systems to process retail transactions, digital content, and enterprise assets
- B. Customer Relationship Management (CRM), Supply Chain Management (SCM), and Human Resource Management (HRM) systems to ingest customer sales data, supply chain operations data, and employee performance metrics
- C. Enterprise Resource Planning (ERP), Master Data Management (MDM), Product Information Management (PIM), Demand Planning, Data Warehouses, and Data Lakes to integrate master data, baseline volume forecasts, and shipment data

Answer: C

Explanation:

A robust TPM implementation relies heavily on data that originates outside of Salesforce. The set of systems listed in Option A represents the critical "backbone" integrations required for Trade Promotion Management:

* ERP (Enterprise Resource Planning): This is the source of truth for "Actuals." To settle claims and analyze promotion performance, TPM needs shipment and invoice data, which lives in the ERP.

* MDM (Master Data Management) / PIM (Product Information Management): TPM requires a clean, hierarchical structure of Products and Customers. Syncing this master data ensures that the

"Product A" planned in Salesforce matches the "Product A" shipped by the warehouse.

* Demand Planning: TPM is often the input to demand planning (providing the promotional lift), but it also consumes the Baseline Forecast (what would sell with no promotion) from Demand Planning tools to calculate accurate ROI.

While POS data (Option B) is useful for Retail Execution (checking shelf prices), it is less critical for the Trade Planning aspect compared to shipment data. Similarly, HRM (Option C) is generally irrelevant to trade promotion calculations. Therefore, Option A covers the essential data flow: Master Data (MDM/PIM) -> Baseline (Demand Planning) -> Execution/Actuals (ERP) 3333.

NEW QUESTION # 18

Northern Trail Outfitters is at the start of a digital transformation and recently implemented Consumer Goods Cloud TPM. The key account manager (KAM) users want to have a landing page that can display different types of information, such as (but not limited to):

- * Volume vs. Target Graph
- * Deals (On Target, Above Target, Below Target) in Y/G/R
- * Brand Performance
- * Promo Performance
- * My Items Pending Approval/ My Approvals Pending

How should a consultant recommend configuring this, considering permission sets and sharing rights?

- A. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.
- B. Configure landing pages with widgets of different visualizations and actions with awaiting approvals, daily tasks, dashboards, KPI reports, reminders where users can get access to data based on their sharing rights, profiles, and permission sets.
- C. Configure landing pages by using a JSON customization file and then upload it as a static resource to Salesforce with all visualizations and actions needed, and it can be provided based on the sharing rights, profiles, and permission sets.

Answer: C

Explanation:

This question targets the specific technical configuration of the TPM Cockpit (or Home Page/Landing Page) within the Consumer Goods Cloud managed package.

Unlike standard Salesforce Lightning Home Pages which are assembled via drag-and-drop components in the App Builder, the advanced TPM Landing Page-which aggregates complex, specific widgets like "Volume vs Target" graphs, P&L summaries, and approval lists-is traditionally configured using a JSON customization file.

This JSON file defines the structure, the specific "widgets" (cards) to display, their data sources, and layout properties. Once defined, this file is uploaded as a Static Resource in Salesforce. The system then references this resource to render the dashboard for the user. This method allows for highly specific, version-controlled configurations that can be assigned to different user profiles or personas (like a KAM vs. a Sales Director).

While standard sharing rules (Option C) control data visibility, they do not control the UI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 19

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