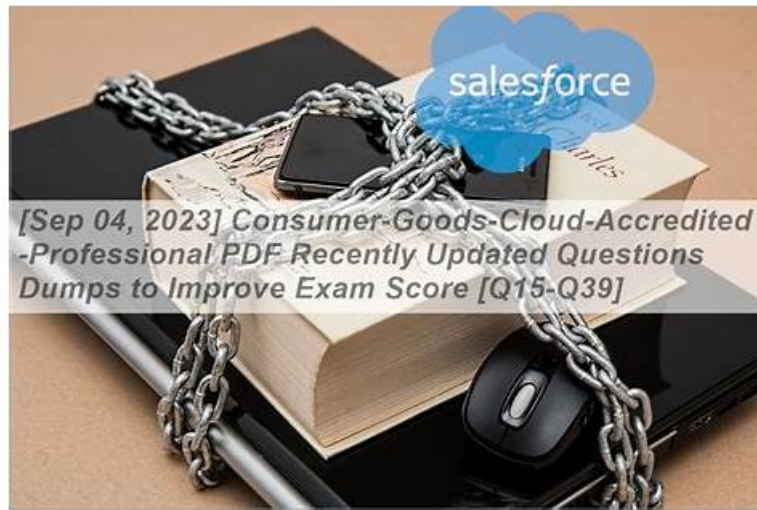


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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q38-Q43):

### NEW QUESTION # 38

A large enterprise customer has decided to implement Consumer Goods Cloud TPM. The current landscape includes an Enterprise Resource Planning (ERP) solution that is responsible for Customer Master Data, Product Master Data, customer invoicing, and order fulfillment. The large enterprise customer needs its key account managers (KAMs) to use Consumer Goods Cloud TPM to view customers and products and manage assortments and promotions.

Which system should be the system of record going forward for customers and products?

- A. Consumer Goods Cloud TPM
- B. Salesforce Data Cloud
- C. Enterprise Resource Planning

**Answer: C**

Explanation:

In a standard enterprise architecture for CPG companies, the Enterprise Resource Planning (ERP) system<sup>3</sup> remains the single source of truth (System of Record) for Master Data (Customers and Products).

\* Role of ERP: It handles the financial and logistical execution-invoicing, shipping, and fulfillment. If the product code or customer billing address is incorrect in the ERP, orders cannot be processed.

\* Role of TPM: Consumer Goods Cloud TPM is a consumption system for this master data. It imports Customers and Products from the ERP so that KAMs can plan promotions against them<sup>4</sup>.

A consultant must recommend maintaining the ERP as the system of record<sup>5</sup>. Trying to master this data in Salesforce (Option B) or Data Cloud (Option A) creates synchronization risks where the "Plan" in Salesforce refers to a product that doesn't exist or is priced differently in the "Execution" system (ERP), leading to failed orders and financial discrepancies.

### NEW QUESTION # 39

Why should a consultant be conscious about the number of key performance indicators (KPIs) that are related to a KPI set? 1

- A. A KPI set is shared across accounts, promotions, promotion tactics, funds, and claims within a given sales org, so the KPI functionality configured within a KPI subset across these objects must fit within platform limits to protect performance and scalability. 2
- B. A KPI set is defined per template per object, but can be shared across the same or different objects and across sales orgs if needed, so the KPI functionality configured within a KPI set must fit within platform limits to protect performance and scalability.
- C. A KPI set is specific to a given object, but is shared across all sales orgs, so the KPI functionality configured within a KPI superset per object must fit within platform limits to protect performance and scalability.

**Answer: A**

Explanation:

In Salesforce Consumer Goods Cloud TPM, the KPI Set is the fundamental collection of metrics (Volume, Spend, Profit) used for calculations. While KPI Sets are assigned to templates (like a Promotion Template), the underlying calculation engine (Processing Services) aggregates these definitions at the Sales Org level to build the calculation grid.

Option A is correct because it addresses the architectural constraint: the system must generate a cohesive calculation model (often referred to as the "Big JSON" or calculation payload) that encompasses all the read, write, and calculated fields required for that Sales Org. If a consultant creates an excessive number of KPIs- or complex interdependencies across Accounts, Promotions, and Funds- this payload increases in size.

There are hard limits on the number of KPIs and columns the processing engine can handle efficiently in memory. If these limits are exceeded, users will experience significant performance degradation (slow save times, timeouts on P&L loads) or even calculation failures. Therefore, consultants must optimize the KPI Set by reusing metrics where possible and avoiding redundant definitions, ensuring the total configuration for the Sales Org fits within the platform's scalability guardrails.

### NEW QUESTION # 40

Northern Trail Outfitters (NTO) is interested in a technology that provides its key account managers (KAMs) with the ability to manage a promotional calendar and create customer volume forecasts.

Which application should NTO primarily leverage for this capability?

- A. Trade Promotion Optimization, using machine learning algorithms and data modeling tools for in-depth promotional analysis
- B. Customer Business Planning, focused on tracking customer relationships and volume forecasts
- C. Trade Promotion Management applications, designed to capture and analyze customer-specific data to create accurate forecasts

**Answer: C**

Explanation:

Trade Promotion Management (TPM) is the specific application module designed to handle the promotional calendar, trade spend, and the creation of volume forecasts (baseline and uplift). While Customer Business Planning (CBP) deals with the macro relationship and annual targets, and Trade Promotion Optimization (TPO) focuses on AI/ML optimization of those plans, the core requirement of "managing a promotional calendar" and "creating customer volume forecasts" describes the fundamental capabilities of the TPM application.

### NEW QUESTION # 41

A client wants to define the funds available to spend based on the revenue planned for a customer. Which information does a consultant need to collect from the client to understand if this can be fulfilled with the TPM Funds functionality?

- A. The tactic conditions to which revenue-based funding will apply
- **B. The fund templates to which revenue-based funding will apply**
- C. The promotions to which revenue-based funding will apply

**Answer: B**

Explanation:

In Trade Promotion Management, funds generally fall into two categories:

\* Fixed Funds: A set budget amount (e.g., \$10,000) given for a year.

\* Rate-Based (or Revenue-Based) Funds: A budget that accrues dynamically as a percentage of sales (e.g., 5% of Gross Revenue).

The requirement describes a Revenue-Based Fund (often called "Live" or "Accrual" funds). The behavior of a fund—whether it is fixed or rate-based—is strictly defined by the Fund Template.

Therefore, to assess feasibility, the consultant must identify the Fund Templates (Option A). They need to know which buckets of money the client wants to behave this way. Once identified, the consultant configures these specific templates to "Rate Based" mode and links them to the appropriate "Source" KPI (e.g., Planned Revenue). This configuration allows the system to automatically calculate the "Available" fund value by multiplying the Planned Revenue by the defined percentage, fulfilling the client's requirement. Options B and C are downstream elements; the fundamental behavior is dictated by the Fund Template.

### NEW QUESTION # 42

Ursa Major Solar needs to migrate a promotion from its existing legacy system to Consumer Goods Cloud TPM. Which structures need to be in place in the Salesforce org before migrating the promotion?

- A. Sales org, master data, promotion templates, funds, payment templates
- **B. Sales org, master data, promotion templates, tactic templates, all related KPI templates**
- C. Org unit hierarchy, master data, assortment, promotion templates, payment templates

**Answer: B**

Explanation:

Migrating active or historical promotions into Salesforce Consumer Goods Cloud TPM is a complex dependency management task. You cannot create a promotion record if the underlying "scaffolding" does not exist. The correct order of operations dictates that Sales Org and Master Data (Customers, Products, Periods) must be loaded first, as promotions are anchored to these entities. Crucially, however, the Templates are the "DNA" of any TPM object. A promotion cannot exist without a Promotion Template to define its rules, duration, and attributes. Similarly, a promotion consists of tactics (the actual actionable mechanisms like "Display" or "Price Cut"), which require Tactic Templates.

Furthermore, and most importantly for this specific answer option, the calculation engine relies on KPI Templates (or KPI Sets). A promotion in TPM is essentially a container for calculations (Volume, Spend, Profit). If the KPI templates are not in place, the promotion has no "fields" or metrics to hold the migrated data values (like "Planned Volume" or "Fixed Cost"). Therefore, you cannot migrate the promotion data until the KPI structure that defines that data is fully configured and active in the target org. Option A correctly captures this full chain of structural dependencies: Org -> Master Data -> Promo Templates -> Tactic Templates -> KPI Templates.

### NEW QUESTION # 43

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