

2026 100% AP-205 Exam Coverage 100% Pass | Professional AP-205: Consumer Goods Cloud: Trade Promotion Management Accredited Professional 100% Pass



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candidates presents the proposition scope and trend of each year.

Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q26-Q31):

NEW QUESTION # 26

During user acceptance testing, key users realize that not all products that have the KAM status for at least 1 day of the promotion period (Date From - Date Thru) can be added to the promotion.

Which setting in the promotion template configuration should the TPM consultant check?

- **A. Consider Product KAM Status**
- B. Consider Product Definition Policy
- C. Timeframe Determination Policy

Answer: A

Explanation:

In Consumer Goods Cloud, Product KAM Status determines if a specific product is valid for a specific customer (e.g., "Listed," "Delisted," "Test"). A common issue arises when a product is only active for part of a promotion's duration.

The behavior of the product selector-whether it includes or excludes these "partially active" products-is controlled by the "Consider Product KAM Status" setting on the Promotion Template (Option A).

* If configured strictly, the system might require the product to be active for the entire duration of the promotion.

* If the users expect to see products that are active for "at least 1 day," this setting must be adjusted to apply the correct logic (e.g., "Overlap" logic rather than "Fully Contained" logic).

* The Timeframe Determination Policy (Option B) controls dates (Shipment vs. Consumption), not product eligibility. Product Definition Policy (Option C) handles how products are defined in the hierarchy, not their status validity.

NEW QUESTION # 27

A consultant needs to configure the Volume Only promotions so that the key account manager (KAM) can see the Volume Planning card (VPC).

Where should the consultant configure this to see the VPC?

- **A. In the promotion template**
- B. In the tactic template
- C. In the KPI subset

Answer: A

Explanation:

The Promotion Template is the master controller for the layout and behavior of a specific type of promotion.

When a business defines different types of promotions-for example, a "Full P&L Promotion" versus a "Volume Only Promotion"-they use different Promotion Templates to tailor the user experience.

For a "Volume Only" promotion, the business might want to hide financial complexity (like ROI or Fixed Funds) but must show the volume data. The visibility of the major UI components (Cards) is toggled directly on the Promotion Template record.

Within the Promotion Template configuration, there are specific checkboxes or settings for:

* Show VPC (Volume Planning Card): Controls if the volume grid is visible.

* Show SPC (Spend Planning Card): Controls if the financial grid is visible.

To ensure the KAM can see the VPC, the consultant must navigate to the specific Promotion Template used for "Volume Only" promotions and ensure the VPC visibility setting is enabled. While KPI Subsets (Option B) control which columns appear inside the card, the Promotion Template (Option C) controls whether the card appears at all. Tactic templates (Option A) control the individual tactics (e.g., Display, Flyer) and do not control the high-level promotion page layout.

NEW QUESTION # 28

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 pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products
- **B. 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**
- 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: B

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 # 29

Cloud Kicks (CK) has implemented Consumer Goods Cloud TPM and its administrator has uploaded Customer Business Plans (CBPs) in January for the current year (CY) and the next year (NY) for each Planning Customer Category combination. As some of CK's key account managers (KAMs) are responsible for all categories within a Planning Customer, the company would like to change the setup to have just one CBP by Planning Customer.

Which information should a consultant share with CK?

- A. None of the CBPs, which were created for the CY and NY can be deleted.
- **B. The CBPs for the CY and NY can be deleted and set up as needed.**
- C. The CBPs for the CY cannot be deleted, but CBPs for the NY can be deleted.

Answer: B

Explanation:

Customer Business Plans (CBPs) in Consumer Goods Cloud are records that establish the targets and planning data for a specific customer and year. If the granularity of the planning needs to change (e.g., from "Planning Customer + Category" to just "Planning Customer"), the existing CBP records can be deleted provided they are not locked by active workflows or other restrictive dependencies that strictly prevent deletion. Deleting the incorrect CBPs allows the administrator to re-upload or re-create the plans at the correct level of granularity (Planning Customer level) for both the Current Year and Next Year to meet the new business requirement.

NEW QUESTION # 30

A large scale consumer packaged goods (CPG) company would like to roll out a CRM transformation, including Consumer Goods Cloud TPM. The company is still deciding how to manage the release and rollout of the solution.

Which considerations should the company factor in?

- A. User personas, business units, survey results, change management
- **B. User personas, business units, business milestones, change management**
- C. User personas, business milestones, service level agreements, change management

Answer: B

Explanation:

A successful digital transformation, especially one as complex as Trade Promotion Management, relies on a "People, Process, Technology" framework. Option A covers the critical dimensions required for a rollout strategy:

- * User Personas: You must understand who is using the system (KAMs, Finance, Claims Analysts). A rollout might start with just the

KAMs before adding Finance users.

* Business Units: Large CPGs often have different divisions (e.g., Snacks vs. Beverages) with different rules. You might roll out by Business Unit to manage risk.

* Business Milestones: You cannot roll out a new planning system in the middle of "Planning Season." The rollout must align with the fiscal calendar and critical business events.

* Change Management: TPM changes how people work (financial discipline, data entry). Without a change management strategy, adoption will fail.

Option B (Survey results) and Option C (SLAs) are tactical details, whereas Option A represents the strategic pillars of a rollout plan⁴.

NEW QUESTION # 31

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