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Salesforce Consumer Goods Cloud Accredited Professional Sample Questions (Q12-Q17):

NEW QUESTION # 12

Universal Containers is using Communications Cloud for their B2B use cases. They have an integration with a legacy stack that will handle network provisioning and billing. As part of their Order Management process they have to send the customer data to the legacy app, which in turn provisions billing.

What should a Consultant recommend to make this callout easier to configure, easier to maintain, and performant?

- **A. Model the customer data as fields on Order and pass the fields along with the other attributes to the payload.**
- B. Model the customer data to Technical Products along with other Products and Services and create Decomposition relationships accordingly to send the right information within the callout tasks.
- C. Model the customer data as multi picklist attributes within the cart and create Decomposition relationships accordingly to send the right information within the callout tasks.
- D. Create a custom integration adapter to fetch the customer info and pass it to the payload that will be sent to the external application.

Answer: A

Explanation:

In Communications Cloud, integrations performed during Order Management-especially callouts for provisioning, billing, and customer synchronization-should use the Order object as the primary integration payload source. Salesforce's public Order Management design principles specify that customer data required for external provisioning should be modeled directly on the Order when the data is stable, required frequently, and does not belong to technical products.

This approach offers:

Simple configuration (fields on Order object rather than product attributes) High maintainability, because administrators can adjust mappings without changing product models or decomposition rules Performance efficiency, as Order-based callouts do not require deep decomposition navigation or attribute inheritance logic Clear separation of commercial vs. technical data, one of the core EPC principles Options C and D introduce unnecessary complexity. Customer data does not belong on Technical Products (C) nor should it be modeled as multi-picklist cart attributes (D), as these degrade performance and complicate decomposition. A custom adapter (A) adds code and contradicts Salesforce's declarative-first approach.

NEW QUESTION # 13

Universal Containers (UC) is rolling out a new offer, which must be fulfilled using Industries Order Management. During fulfillment, the orchestration must integrate with the provisioning system, which accepts a different payload for activation and deactivation of the service.

What is the recommended approach for designing the orchestration while minimizing unnecessary configurations?

- A. Create two Orchestration Plan Definitions, one having the Activation Orchestration item and the other with Deactivation Orchestration item. Set conditions on Orchestration items based on product action.
- B. Create two Orchestration Plan Definitions, one having the Activation Orchestration item and the other with Deactivation Orchestration item. Configure scenarios to map Activation to Add action and Deactivation to Delete action.
- **C. Create one Orchestration Plan Definition with two Orchestration item definitions having mutually exclusive conditions on the product action. Configure Scenario to include both Add and Disconnect actions.**
- D. Create two Orchestration Plan Definitions, one having the Activation Orchestration item and the other with the Deactivation Orchestration item. Configure one scenario to map Activation to Add action and Deactivation to Disconnect action.

Answer: C

Explanation:

Salesforce best practice for Order Management is:

- ▶ Use a single Orchestration Plan Definition when the overall fulfillment flow is the same, but
- ▶ Use conditional Orchestration Items to handle differences (e.g., activation vs. deactivation).

In this case, the provisioning system needs different payloads for activation and deactivation, but the product is the same. Designing two separate orchestration plan definitions creates duplication, maintenance overhead, and inconsistent lifecycle behavior.

Instead:

Use one Orchestration Plan Definition.

Include two Orchestration Item Definitions, one for Activation and one for Deactivation.

Apply mutually exclusive conditions using Product Action = Add (activation) or Disconnect (deactivation).

Map both actions in one Scenario.

This achieves minimal configuration and full flexibility.

NEW QUESTION # 14

Universal Connect (UC) offers a router to its customers, which is included as part of the Business Internet offer. However, the router has no commercial significance to the selling process. UC is currently using Industries Order Management (OM).

How should a Consultant model the router with respect to the Business Internet offer?

- A. Model the router as a separate stand-alone offer and add the router once the Business Internet offer is added via an Auto Add rule.
- **B. Model the router as a Technical Product and decompose it from the Business Internet offer.**
- C. Model the router as an attribute of the Business Internet offer with a default value of 'included'.
- D. Model the router as a default child product of Business Internet offer but hide it from the quote document before sending it to the customer for review.

Answer: B

Explanation:

In Salesforce Communications Cloud and Industries Order Management (OM), products that do not carry commercial value but are required for fulfillment must be modeled as Technical Products. Public Salesforce EPC and OM design guidance explains that a Technical Product is used when an item is not visible during selling, does not influence the commercial configuration, and is instead required for downstream fulfillment, service activation, or device provisioning.

In the case of Universal Connect (UC), the router included with the Business Internet offer has no commercial significance-meaning sales agents do not configure it, no pricing is associated with it, and customers should not see it as a selectable or independent commercial item. Instead, it simply needs to appear in the fulfillment layer so that the order can drive device shipment, installation, inventory allocation, or activation steps.

Salesforce's recommended modeling approach is to:

Create the router as a Technical Product Specification.

Add it to the Business Internet offer as a Technical Child.

Allow decomposition in OM to generate Fulfillment Request Lines (FRLs) for the router automatically, without exposing it during quoting.

This ensures:

Clean commercial experience (router hidden from the sales journey).

Accurate fulfillment instructions to downstream systems.

No need for complex rules or hiding logic in quote documents.

Options A and B incorrectly place the router inside the commercial structure, which is not aligned with EPC best practices. Option D introduces a separate offer and automation logic, which adds unnecessary complexity and breaks modeling principles.

NEW QUESTION # 15

GreenTech, a Consumer Goods company wants to sell new products in a particular retail store. Which Tableau CRM dashboard should they use to find opportunities to sell new products in a retail store location?

- A. Sales Rep Performance
- **B. White Space Analysis**
- C. Account Insight
- D. Sales Manager- Territory Performance

Answer: B

Explanation:

White Space Analysis is a Tableau CRM dashboard that shows opportunities to sell new products in a retail store location. It analyzes the sales performance and product distribution across different stores and segments, and identifies gaps or white spaces where new products can be introduced or existing products can be expanded. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.

NEW QUESTION # 16

Which User persona manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives?

- A. Store Manager
- B. Category Manager
- **C. Sales Manager**
- D. Divisional Manager

Answer: C

Explanation:

A Sales Manager is the user persona that manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives. A Sales Manager is responsible for planning and overseeing the retail activities of a team of field reps, as well as analyzing and reporting on the performance and compliance of the retail stores in their territory. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 18.

NEW QUESTION # 17

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