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>> Exam AP-205 Introduction <<

Consumer Goods Cloud: Trade Promotion Management Accredited Professional Latest Exam Guide & AP-205 Free Download Pdf & Consumer Goods Cloud: Trade Promotion Management Accredited Professional Exam Practice Training

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q18-Q23):

NEW QUESTION # 18

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 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.

- B. 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
- 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: B

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 # 19

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 KPI subset
- C. In the tactic template

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 # 20

A manufacturer of health food snacks wants to better plan, manage, visualize, and monitor compliance with its trade promotions and use of offline capabilities.

Which Salesforce solutions form the basis for a consultant developing an agenda and content for running discovery workshops with a potential client?

- A. Retail Execution, Marketing Cloud, Trade Promotion Management
- B. Trade Promotion Management, Field Service, Retail Execution
- C. CRM Analytics, Retail Execution, Trade Promotion Management

Answer: B

Explanation:

To address the client's needs comprehensively:

- * Plan and Manage Trade Promotions: This is covered by Trade Promotion Management (TPM).
- * Monitor Compliance and Offline Capabilities: This is the core function of Retail Execution (RE), which allows field reps to check compliance (audits) in stores.
- * Field Service: In the Salesforce Consumer Goods Cloud architecture, Field Service (specifically the dispatcher and scheduling engines) often serves as the backend infrastructure that powers the Retail Execution visits, routing, and mobile offline capabilities. Therefore, the combination of TPM (Planning), Field Service (Routing/Scheduling infrastructure), and Retail Execution (Compliance/Offline execution) is the correct solution set.

NEW QUESTION # 21

A consultant's client indicated that two key account managers (KAMs) can manage the same customer, but they can only negotiate and create promotions for the product categories for which they are responsible.

Which functionality should the consultant recommend using to support this scenario?

- A. Use two different product templates, each assigned to a different sales org to segment the categories.
- B. Use a sales org to define two different divisions and user settings to assign the categories required.
- C. Use the user settings to assign the pertinent categories the KAMs are allowed to negotiate.

Answer: C

Explanation:

This scenario highlights a common business setup: Category Management. A large retailer (e.g., "SuperStore") is a single Customer Account, but the manufacturer has different sales reps (KAMs) for different business units—one KAM handles "Frozen Foods" and another handles "Dairy." To support this in Consumer Goods Cloud TPM without duplicating the Customer Account (which would break master data integrity), you utilize User Settings.

The User Settings in TPM allow you to map specific Product Categories to specific Users for specific Accounts.

* For KAM A, you configure User Settings: Account = SuperStore, Product Category = Frozen Foods.

* For KAM B, you configure User Settings: Account = SuperStore, Product Category = Dairy.

When KAM A opens the promotion calendar or P&L for "SuperStore," the system filters the product list.

They will only see and be able to add "Frozen Foods" to their promotions. They cannot unintentionally plan a "Dairy" promotion because those products are effectively invisible or locked to them in the planning context.

This feature (Option C) perfectly isolates responsibilities while maintaining a single "SuperStore" account record, avoiding the complex data duplication suggested in Option A (creating different Sales Orgs/Divisions).

NEW QUESTION # 22

Cloud Kicks is currently struggling to measure the effectiveness of specific promotions.

In which phase of the TPM lifecycle should a consultant focus discovery efforts in order to provide a solution recommendation?

- A. Strategic Planning
- B. Post Event Analysis
- C. Promotion Planning

Answer: B

Explanation:

The Trade Promotion Management (TPM) lifecycle is generally cyclical, consisting of Strategic Planning, Promotion Planning/Execution, and Post-Event Analysis. The specific pain point identified in the scenario is the inability to "measure the effectiveness" of promotions. This activity falls squarely into the Post-Event Analysis phase.

During Discovery for this phase, a consultant must investigate how the client currently evaluates success. This involves identifying which Key Performance Indicators (KPIs) are necessary to determine "effectiveness"—commonly metrics like Return on Investment (ROI), Uplift Volume, Incremental Revenue, and Trade Spend Efficiency. To provide a recommendation, the consultant needs to understand what data is currently missing or difficult to access. For example, are they lacking actual shipment data from an ERP to compare against the plan? Do they lack baseline data to calculate the "lift"?

By focusing discovery on Post-Event Analysis, the consultant can ensure the solution is designed backwards from these requirements. If the system is not configured to capture the necessary "Actuals" or if the calculation engine is not set up to compute "Incremental" values vs. "Base" values, the client will never be able to measure effectiveness. Therefore, while planning is important, the measurement problem is solved by designing robust analytics and feedback loops that characterize the Post-Event Analysis phase.

NEW QUESTION # 23

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