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Salesforce Certified Sales Cloud Consultant Sample Questions (Q51-Q56):

NEW QUESTION # 51

Cloud Kicks wants to streamline the approval process and give sales managers more efficient ways to approve opportunities in a timely manner.

Which strategy should the consultant recommend to improve Approval Processes?

- A. Add a dashboard of pending approvals to the Chatter feed.
- **B. Allow managers to approve or reject requests via an email.**
- C. Configure Einstein Opportunity Insights to approve requests.

Answer: B

Explanation:

For Cloud Kicks to streamline the approval process, enabling email-based approvals is an effective strategy.

Salesforce provides the ability for managers to receive approval requests via email, which can then be approved or rejected directly from their email client. This reduces the need for managers to log into Salesforce each time, facilitating quicker and more efficient approvals. This approach is straightforward to implement and significantly enhances the user experience, particularly for managers who are often mobile or handling approvals on the go.

NEW QUESTION # 52

An executive at Cloud Kicks (CK) has asked its admin to create a diagram showing the high-level processes within the business. CK plans to use the diagram to show the context of a new process within the overall business. What should the admin create to meet this requirement?

- A. Value Stream Map
- **B. Capability Model**
- C. Detail Process Mapping

Answer: B

Explanation:

An executive at Cloud Kicks (CK) has requested a diagram that shows the high-level processes within the business to illustrate the context of a new process within the overall business framework. To meet this requirement, the admin should create a Capability Model.

Key Points:

* **Capability Model Definition:** A Capability Model is a high-level visual representation of an organization's abilities (capabilities) required to achieve its business objectives. It outlines what the organization does, without delving into how it does it.

* **Contextual Overview:** By focusing on the capabilities, the model provides a strategic view that shows how various processes and functions interrelate within the business, making it ideal for showing the context of a new process within the overall business.

* **High-Level Visualization:** Since the executive is interested in high-level processes, a Capability Model avoids unnecessary details and complexity, providing clarity and focus.

* **Alignment with Business Strategy:** Capability Models help in aligning processes and systems with the business strategy, which is essential when introducing new processes.

Why Other Options Are Less Suitable:

* **B. Value Stream Map:** A Value Stream Map is used in lean methodologies to analyze and design the flow of materials and information required to bring a product or service to a consumer. It's more detailed and focuses on process improvement, not on providing a high-level business context.

* **C. Detail Process Mapping:** This involves creating detailed step-by-step diagrams of processes. While useful for understanding specific workflows, it is too granular for the executive's request for a high-level diagram.

Salesforce Sales Cloud References:

* **Business Process Mapping:** While Salesforce does not provide direct tools for Capability Modeling, it emphasizes the importance of understanding business processes and capabilities during implementation.

Refer to the Salesforce Business Process Mapping Guide for best practices.

* **Strategic Planning:** Salesforce encourages organizations to align their Salesforce implementations with business capabilities and strategies to maximize value.

By creating a Capability Model, the admin can provide CK's executive with a high-level diagram that effectively shows the context of the new process within the overall business operations.

NEW QUESTION # 53

Cloud Kicks (CK) requires its sales associates to record all interactions with prospects within Salesforce. Which sales metric should a sales manager at CK use to monitor and reinforce its sales strategy?

- A. Lead Status

- B. Activity Tracking
- C. Event Monitor

Answer: B

Explanation:

To monitor and reinforce the sales strategy effectively, Activity Tracking is the most suitable sales metric.

Here's why:

- * Comprehensive Interaction Logging: Activity Tracking in Salesforce captures interactions like calls, meetings, emails, and tasks related to each prospect or customer. This provides a complete view of all touchpoints and helps in assessing engagement levels.
- * Sales Strategy Insights: By tracking activities, sales managers can analyze the frequency and type of interactions sales associates have with prospects. This data is crucial for ensuring that sales reps are actively engaging with prospects and following up as needed, directly supporting CK's sales strategy.
- * Salesforce Best Practices: Salesforce advocates for using Activity Tracking to provide visibility into team efforts and to help sales managers coach and guide their teams based on actual interaction data.
- * References: Salesforce provides guidelines on using Activities and Task Management in Sales Cloud to monitor engagement and drive sales effectiveness.

In summary, Activity Tracking (Option A) is the most relevant metric for Cloud Kicks to monitor sales interactions and reinforce its sales strategy effectively.

NEW QUESTION # 54

Universal Containers is growing its international business.

Domestic sales reps believe that the standard price book has too many records reflecting different currencies and country-specific product variations.

What should the consultant recommend to improve usability for sales reps?

- A. Update the product naming conventions to Include the currency In the product name.
- B. Use custom price books for domestic and International customers.
- C. Use separate product catalogs for domestic and international customers.

Answer: B

Explanation:

To improve usability for sales reps and address concerns about the standard price book having too many entries, custom price books tailored for specific markets, such as domestic and international, can streamline the product selection process. Custom price books allow sales reps to view only relevant products and prices based on customer location, reducing complexity and enhancing usability.

* Custom Price Books for Targeted Markets: By creating separate price books, Universal Containers can manage pricing variations by currency or product variations specific to each market, reducing clutter for sales reps.

* Improved Efficiency in Sales Processes: Sales reps can select the appropriate price book for their customer's location, ensuring that only applicable products and prices are displayed, which simplifies product selection and pricing accuracy.

Option A (updating product naming conventions) may not sufficiently address the issue, and Option B (separate product catalogs) would require managing multiple product datasets rather than simply filtering via price books. For more information, see the Salesforce Price Book documentation.

NEW QUESTION # 55

Universal Containers (UC) does business with a contact associated with a specific account with the contact role of executive.

The contact is also on the board of a nonprofit that has requested a charitable donation from UC. UC wants to track the contact on both accounts.

What is the most efficient solution that the consultant should implement to meet the requirement?

- A. Create a new Contact record related to the nonprofit account.
- B. Create a new lookup field on the Contact record.
- C. Enable the Contact to Multiple Accounts feature.

Answer: C

Explanation:

The most efficient way to track a single contact across multiple accounts, such as an executive associated with both a business and a

nonprofit, is by enabling the Contact to Multiple Accounts feature. This functionality allows a contact to have a primary relationship with one account while also maintaining indirect relationships with other accounts. For example, the contact could be directly related to their primary business account while also being connected to a nonprofit account as an indirect relationship. This avoids the need for duplicate records and ensures that interactions across all related accounts are tracked within a single contact record

NEW QUESTION # 56

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