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## Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q44-Q49):

### NEW QUESTION # 44

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

**Answer: C**

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 # 45

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

**Answer: C**

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 # 46

A client wants to have an extra column to enter a fixed amount in a promotion. The column needs to be added next to the Planned Fixed Spend calculation. A consultant already created the new key performance indicator (KPI) definition and adjusted the proper KPI set.

Which additional configuration does the consultant need to do to make the column available on the promotion?

- A. Assign the tactic subset to the new KPI definition.
- B. Assign the VPC subset to the new KPI definition.
- **C. Assign the SPC subset to the new KPI definition.**

**Answer: C**

Explanation:

In the TPM User Interface, the Promotion P&L is divided into distinct sections known as "Cards" to organize the massive amount of data. The two primary cards are the Volume Planning Card (VPC) and the Spend Planning Card (SPC).

\* VPC (Volume Planning Card): Contains metrics related to quantities, such as Baseline Volume, Uplift Volume, and Total Volume.

\* SPC (Spend Planning Card): Contains financial metrics, such as Fixed Fees, Variable Spend, ROI, and Margins.

The requirement is to add a column for a "fixed amount" next to "Planned Fixed Spend." Since "Fixed Spend" is a financial/monetary

metric, it resides within the Spend Planning Card. Creating the KPI definition is only the first step. To make that KPI visible on the UI, it must be assigned to the correct KPI Subset. The KPI Subset effectively acts as a filter or a view controller. If you create a financial KPI but do not assign it to the SPC Subset (Option B), it will exist in the system but will remain invisible to the KAM on the promotion screen. Option A is incorrect because the VPC is for volume, not spend. Option C is incorrect because "tactic subset" generally refers to the configuration of the tactic list itself, not the financial grid columns.

#### NEW QUESTION # 47

The Cloud Kicks IT architect has asked a consultant to integrate from the Enterprise Resource Planning (ERP) system to a Consumer Goods Cloud TPM solution for the downstream processes.

Which key data sources are required? 2

- A. Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Net List Price
- B. Customer Hierarchy, Product Hierarchy, Business Unit Structure, and Gross List Price
- C. Customer Hierarchy, Product Hierarchy, Role Hierarchy, and Gross List Price

**Answer: A**

Explanation:

A successful TPM implementation relies on synchronizing "Master Data" and "Pricing Data" from the ERP, which serves as the system of record.

\* Master Data: The Customer Hierarchy and Product Hierarchy must be mirrored in TPM so that promotions are planned against the correct entities (e.g., the exact SKU and the exact Bill-To Customer).

\* Business Unit Structure: This defines the sales organization (Sales Org) context, ensuring data is siloed and calculated correctly for different markets or divisions.

\* Pricing: The critical differentiator in Option A is Net List Price. In Trade Promotion Management, the calculation waterfall typically starts with the List Price to determine the "Base Revenue." Depending on the specific industry standard, companies often rely on the Net List Price (Price after standard trade terms but before promotional discounts) to calculate the financial impact of a tactic. This price is imported from the ERP to ensure the "Planned Spend" in TPM matches the financial reality of the invoicing system.

#### NEW QUESTION # 48

Cloud Kicks is using assortments to drive the customer product list. Key account managers (KAMs) perform updates multiple times during the day to the product list and want to be able to promote these products on the same day in a new promotion.

What should the KAMs ensure is done to be able to promote products that have been added to the assortment?

- A. Sync the changes in the assortment with the processing service.
- B. Refresh the assortment screen.
- C. Re-approve the changes in the assortment.

**Answer: A**

Explanation:

In the Salesforce Consumer Goods Cloud (CGC) architecture, data is split between the core Salesforce platform (where standard objects like Assortments and Products reside) and the Cloud Processing Service (the high-performance calculation engine usually hosted on Salesforce/Hero).

When a Key Account Manager (KAM) updates a Product Assortment in the core platform—for example, adding a new SKU to the "Summer 2025" list—this change is committed to the Salesforce database immediately. However, the TPM Planning Grid (the P&L view) and the Promotion Product Selector rely on the Processing Service to render data quickly. The Processing Service uses a cached or synchronized version of the master data to perform its complex calculations.

If the KAM immediately tries to create a promotion for the new product, it might not appear in the selector because the Processing Service is unaware of the update. Merely refreshing the screen (Option C) only reloads the UI, not the underlying data cache. Therefore, to bridge the gap between Core Salesforce and the Calculation Engine, the KAM or an automated process must sync the changes (specifically the Assortment-Product links) to the processing service. This action pushes the new relationship into the engine's memory, making the product available for immediate promotion planning and calculation.

#### NEW QUESTION # 49

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