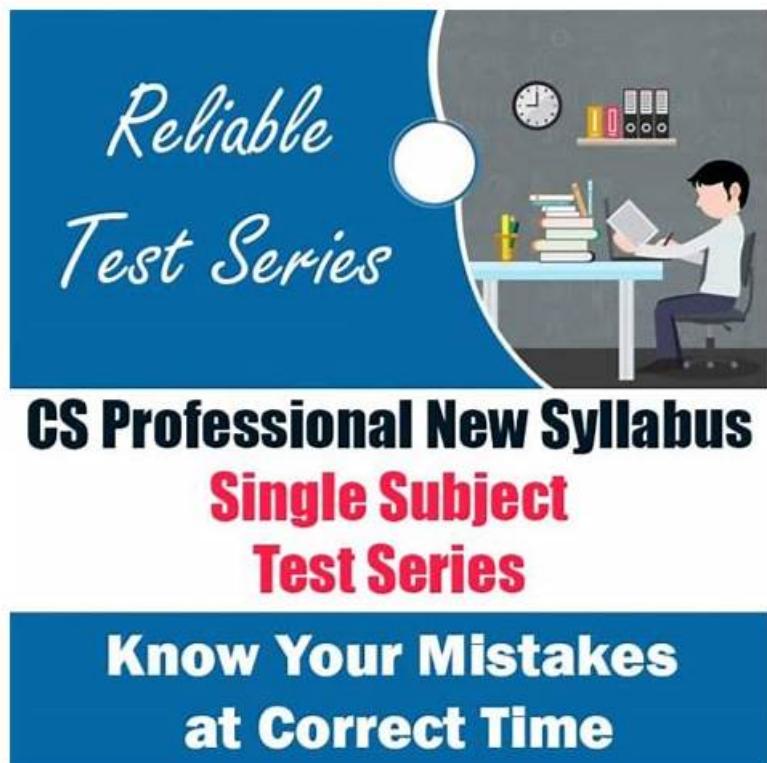


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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q47-Q52):

NEW QUESTION # 47

A client has asked that the discount key performance indicator (KPI) is manually provided by the key account manager (KAM). The discount KPI should only be editable at the total level for the tactic/product hierarchy and should not be editable on a weekly level.

How should a consultant design this discount KPI?

- A. Set the Edit mode of the discount KPI as All.
- B. Set the Editable storage level of the discount KPI as Tactic.
- C. Set the Edit mode of the discount KPI as Total.

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud TPM, the behavior of Key Performance Indicators (KPIs) within the planning grid is governed by the KPI Definition, specifically the Edit Mode property. This property dictates where and how a user can input data. The requirement here is specific: the Key Account Manager (KAM) must provide a manual input (Writeback) for the discount, but this input is restricted to the Total column (the aggregate for the promotion duration) and must not be allowed in the weekly/periodic columns.

* Edit Mode: Total (Option B): This is the correct configuration. When set to "Total," the cell in the Total column becomes editable. When the KAM enters a value (e.g., \$10,000), the calculation engine automatically distributes (disaggregates) this amount across the weeks and products based on a defined reference profile (like Baseline Volume). The individual weekly cells remain read-only or are overwritten by the distribution logic, preventing the user from manually "tweaking" specific weeks which could break the distribution logic.

* Edit Mode: All (Option A): This would allow editing in both the Total column and the individual weekly cells, violating the requirement.

* Editable Storage Level (Option C): This defines where the data is saved in the database (e.g., at the Tactic level vs. Product level), but it does not control the UI behavior of locking the weekly columns while allowing the Total column to be edited.

NEW QUESTION # 48

Cloud Kicks wants to optimize the allocation of promotion spend for its key account managers (KAMs) on a customer account basis.

Which business stakeholders should a consultant prioritize speaking with when taking a top down approach to begin their discovery process to gather these requirements?

- A. KAMs and demand planners
- B. Sales managers and KAMs
- C. Sales managers and finance managers

Answer: C

Explanation:

The key phrase in this requirement is "top down approach" 8. This implies starting with the strategic decision-makers who determine the overall budget and its distribution, rather than the execution level.

* Finance Managers: They are the custodians of the overall trade budget. They define the financial guardrails, profit targets, and total available funds for the fiscal year.

* Sales Managers: They receive the budget from Finance and are responsible for allocating it to their respective territories and KAMs. They decide that "Region A gets \$1M" and "Region B gets \$2M." Speaking with KAMs (Option A/B) represents a bottom-up approach, as they are the recipients and users of the funds, not the allocators. Therefore, to understand the "allocation optimization" from the top, the consultant must prioritize Sales Managers and Finance Managers 9.

NEW QUESTION # 49

Northern Trail Outfitters (NTO) wants to run a promotion on its products at a specific retailer, which sells through more than 20 direct stores and chain of outlets..

What should a consultant recommend using to represent the relationship between retailer stores and its outlet chains, in NTO's Consumer Goods Cloud TPM system?

- A. Customer Sets
- B. Customer subaccounts
- C. Customer Hierarchy

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud, the Customer Trade Org Hierarchy is the foundational structure used to model the commercial relationships between accounts. This hierarchy is designed to handle the standard parent-child relationships found in retail, such as a Headquarters (Parent) governing multiple regional divisions, which in turn govern individual Stores or Outlets (Children).

When NTO needs to run a promotion that targets a retailer and trickles down to its 20+ direct stores and outlets, the Customer Hierarchy is the native mechanism to represent this. By setting up the Stores as child accounts of the Retailer Chain account in the hierarchy:

- * Data Aggregation: Sales volume and trade spend can automatically roll up from the stores to the chain level.
- * Promotion Push: A promotion planned at the Chain level can be automatically pushed or made applicable to the underlying stores. "Customer Sets" (Option C) are typically used for grouping disparate, unrelated accounts for a specific promotion (e.g., "All Gas Stations in Florida"), whereas the retailer-to-store relationship is a permanent structural relationship best modeled by the standard Hierarchy.

NEW QUESTION # 50

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. The CBPs for the CY and NY can be deleted and set up as needed.
- C. None of the CBPs, which were created for the CY and 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 # 51

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

Answer: A

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 # 52

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