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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q60-Q65):

NEW QUESTION # 60

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 # 61

Northern Trail Outfitters is at the start of a digital transformation and recently implemented Consumer Goods Cloud TPM. The key account manager (KAM) users want to have a landing page that can display different types of information, such as (but not limited to):

- * Volume vs. Target Graph
- * Deals (On Target, Above Target, Below Target) in Y/G/R
- * Brand Performance
- * Promo Performance
- * My Items Pending Approval/ My Approvals Pending

How should a consultant recommend configuring this, considering permission sets and sharing rights?

- A. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.
- B. Configure landing pages with widgets of different visualizations and actions with awaiting approvals, daily tasks, dashboards, KPI reports, reminders where users can get access to data based on their sharing rights, profiles, and permission sets.
- **C. Configure landing pages by using a JSON customization file and then upload it as a static resource to Salesforce with all visualizations and actions needed, and it can be provided based on the sharing rights, profiles, and permission sets.**

Answer: C

Explanation:

This question targets the specific technical configuration of the TPM Cockpit (or Home Page/Landing Page) within the Consumer Goods Cloud managed package.

Unlike standard Salesforce Lightning Home Pages which are assembled via drag-and-drop components in the App Builder, the advanced TPM Landing Page-which aggregates complex, specific widgets like "Volume vs Target" graphs, P&L summaries, and approval lists-is traditionally configured using a JSON customization file.

This JSON file defines the structure, the specific "widgets" (cards) to display, their data sources, and layout properties. Once defined, this file is uploaded as a Static Resource in Salesforce. The system then references this resource to render the dashboard for the user. This method allows for highly specific, version-controlled configurations that can be assigned to different user profiles or personas (like a KAM vs. a Sales Director).

While standard sharing rules (Option C) control data visibility, they do not control the UI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 62

A beverage company wants to capture marketing activity on the day of the Super Bowl, across the country with all retailer stores

and chain of outlets.

How should a consultant recommend using the promotions module?

- A. Use an existing promotion template created for uplift promotion.
- **B. Create a mega event specific to an occasion.**
- C. Use the promotion customer sets to reach all of the outlets.

Answer: B

Explanation:

In the Salesforce Consumer Goods Cloud TPM architecture, a Mega Event (often referred to as an "Event" or "Campaign" object in the hierarchy) serves as a high-level container designed specifically for this use case.

When a marketing activity is tied to a specific Occasion-like the Super Bowl, Christmas, or Black Friday- that spans across multiple different retailers, geographies, and accounts, creating individual, disconnected promotions for each customer makes high-level reporting difficult. A Mega Event allows the manufacturer to define the "Super Bowl Campaign" once at the top level.

Individual trade promotions for specific retailers (e.g., a "Super Bowl Promo for Walmart" and a "Super Bowl Promo for Target") are then linked as child objects to this parent Mega Event. This structure provides two critical benefits:

* **Aggregation:** The system can roll up the volume, spend, and profit from all the child promotions into the Mega Event, giving the beverage company a "Total Super Bowl Performance" view instantly.

* **Top-Down Planning:** The headquarters can define the strategic guidelines and total budget for the occasion in the Mega Event, which then guides the Key Account Managers (KAMs) as they execute the specific deals.

Option B (Customer Sets) is a mechanism for grouping stores for a single promotion, but it does not inherently solve the "Occasion" tracking across the entire country and different distinct retail chains as effectively as the Mega Event structure.

NEW QUESTION # 63

Cloud Kicks (CK) has decided to extend its existing Salesforce solution by implementing Consumer Goods Cloud TPM. CK has started a discovery workshop and, due to a multi cloud solution, wants to have specific security requirements to limit users' access to certain customers and products. Customer and product accessibility should be set by selecting specific combinations of elements, and also by using the customer and product hierarchy.

How should a consultant meet these requirements?

- A. Leverage Consumer Goods Cloud TPM's permission sets to give users access to specific Products at category level for all customers or individual customers for which they are responsible.
- B. Leverage Salesforce Platform's standard security, which will derive the access to customer and promotional plans without the need to provide access to an individual customer at the Account and Product category levels.
- **C. Leverage Consumer Goods Cloud TPM's standard security to manage the edit and access rights in the User settings for individual users based on the accounts and product categories for which they are responsible.**

Answer: C

Explanation:

Security in Consumer Goods Cloud TPM operates on two layers: the standard Salesforce record access (Sharing Rules) and the application-specific TPM User Settings.

For the complex requirement of "selecting specific combinations of elements" (e.g., User A handles 'Beverages' for 'Walmart' but only 'Snacks' for 'Target'), standard Salesforce Sharing Rules are often too blunt or require excessive maintenance. TPM addresses this via User Settings.

In the TPM application configuration, you can define Managed Accounts and Managed Products for each user or user profile. This acts as a filter for the Planning Grid (P&L view). When a Key Account Manager (KAM) logs in, the system checks these User Settings to determine which part of the massive Product x Customer hierarchy to load into their view. This ensures they only see and plan for the specific intersection of Customers and Categories they are responsible for. Option A correctly identifies this mechanism ("User settings") as the standard and intended way to handle this granular, matrix-based responsibility assignment within the TPM module, rather than relying solely on broad Platform security or Permission Sets.

NEW QUESTION # 64

Northern Trail Outfitters (NTO) is interested in a technology that provides its key account managers (KAMs) with the ability to manage a promotional calendar and create customer volume forecasts.

Which application should NTO primarily leverage for this capability?

- A. Customer Business Planning, focused on tracking customer relationships and volume forecasts

- B. Trade Promotion Management applications, designed to capture and analyze customer-specific data to create accurate forecasts
- C. Trade Promotion Optimization, using machine learning algorithms and data modeling tools for in-depth promotional analysis

Answer: B

Explanation:

Trade Promotion Management (TPM) is the specific application module designed to handle the promotional calendar, trade spend, and the creation of volume forecasts (baseline and uplift). While Customer Business Planning (CBP) deals with the macro relationship and annual targets, and Trade Promotion Optimization (TPO) focuses on AI/ML optimization of those plans, the core requirement of "managing a promotional calendar" and "creating customer volume forecasts" describes the fundamental capabilities of the TPM application.

NEW QUESTION # 65

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