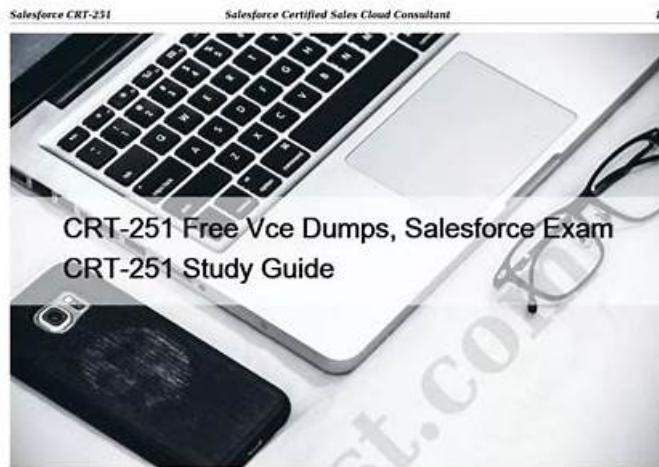


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Salesforce Certified Sales Cloud Consultant Sample Questions (Q121-Q126):

NEW QUESTION # 121

The project is almost finished, and now it's time to test the changes and updates that have been made before go-live. Cloud Kicks does not have a Partial or Full Sandbox.

How should the consultant recommend testing be conducted?

- A. Create a new Sandbox, populate it with data, and ask volunteers to test it with use cases.
- B. Create a new Developer Edition org, populate it with data, and ask volunteers to test it with use cases.
- C. Create a new Sandbox and ask volunteers to test it with use cases.
- D. Create test Accounts and Opportunities in Production and ask volunteers to test it with use cases.

Answer: A

Explanation:

Explanation

To test the changes and updates before go-live, the consultant should recommend creating a new Sandbox, populating it with data, and asking volunteers to test it with use cases. A Sandbox is a copy of the production org that can be used for development, testing, and training purposes. A Sandbox allows the consultant to test the changes in a safe and isolated environment without affecting the live data and users. A Sandbox can also be refreshed to get the latest data and metadata from the production org.

NEW QUESTION # 122

Norther Trail Outfitters wants to migrate its Territory Management to a new structure for the upcoming fiscal year. What are two aspects a consultant should consider for this migration?

Choose 2 answers

- A. Territory user assignments are migrated to the new model.
- B. Only one territory model can be active at any given time.
- C. Territories can inherit assignment rules from other territories higher in the model.
- D. Access to a territory model is controlled through profiles or permission sets.

Answer: B,C

Explanation:

These are two aspects that a consultant should consider for migrating Territory Management to a new structure for the upcoming fiscal year. Territories can inherit assignment rules from other territories higher in the model, which can simplify the process of assigning accounts and users to multiple territories. Only one territory model can be active at any given time, which means that you need to deactivate the current model before activating the new one, and ensure that there is no gap in territory coverage. Verified

References:

* <https://developer.salesforce.com/resources2/certification-site/files/SGCertifiedSalesCloudConsultant.pdf> (page 22)

* https://help.salesforce.com/s/articleView?id=sf.customize_territories.htm&type=5

NEW QUESTION # 123

Universal Containers has implemented a lead qualification process that uses a lead scoring formula. Upon review, many of the converted leads with the highest scores had little interest in making a purchase.

Which modification to the current lead qualification process should a consultant recommend?

- A. Include a measure for the number of marketing touches.
- B. Increase points for actions that Indicate Intent.
- C. Evaluate each record against the target marketing persona.

Answer: B

Explanation:

When leads with high scores do not convert as expected, it suggests that the scoring model may not effectively measure purchase intent. Adjusting the lead scoring formula to assign higher points for actions that indicate strong intent (such as downloading a whitepaper or requesting a demo) can improve the accuracy of the scoring process, ensuring that highly interested leads are prioritized.

Including a measure of marketing touches or evaluating against personas could also help, but increasing points for high-intent actions directly addresses the issue of prioritizing leads based on purchase readiness.

Salesforce Documentation Reference:

Lead Scoring Best Practices

Improving Lead Qualification

NEW QUESTION # 124

Northern Trail Outfitters (NTO) wants to send out an email promotion on a monthly basis to a list of 50,000 leads. What should a consultant recommend to meet this requirement?

- A. Use the standard salesforce mass email tool located on the leads tab
- B. Create an email alert workflow rule to send the email to the leads monthly
- **C. Use an email execution vendor to send emails for marketing campaigns**
- D. Create a lead assignment rule to send the email to the leads monthly

Answer: C

NEW QUESTION # 125

Northern Trail Outfitters (NTO) decided to start using salesforce for all its sales automation its current sales database has about 50 million records. These records were all migrated into the database from other legacy systems. After migration to salesforce NTO wants to be able to search and cross reference records with the original source system. What should a consultant recommend to meet the requirement?

- A. Use the standard external Id field and map this to the current record Id Value
- B. Use the standard external Id field and map this to the original record Id value
- C. Use a custom field named external Id and map this to the current record Id Value
- **D. Use a custom external Id field and map this to the original record id value**

Answer: D

NEW QUESTION # 126

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