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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q61-Q66):

NEW QUESTION # 61

What is the most critical factor to consider when leading executive level requirements gathering sessions to recommend an appropriate solution?

- A. Ensuring the application incorporates the latest features and adheres to benchmark standards to maintain a competitive edge
- B. Focusing on the business's strategic objectives, such as market expansion and return on investment (ROI), and tailor the TPM tool's functionality to these goals
- C. Prioritizing a user-friendly interface and experience to ensure quick adoption and operational continuity for the sales and

marketing teams

Answer: B

Explanation:

When conducting Discovery sessions, a consultant must tailor their approach to the audience. Executive-level stakeholders (VPs, C-Suite, Directors) are rarely concerned with the tactical nuances of button placement (User Interface - Option C) or the technical novelty of features (Benchmarks - Option B) in isolation. Their primary mandate is the financial and strategic health of the organization.

Therefore, the most critical factor is aligning the TPM solution with Strategic Objectives and ROI. Executives want to know how the system will help them grow revenue, improve trade spend efficiency (getting more sales for every dollar spent on promotions), or expand into new markets.

A consultant must frame the requirements gathering around questions like: "How do you currently measure the profitability of your trade spend?" or "What are your growth targets for the next fiscal year, and how does your current system hinder them?" By anchoring the solution recommendation in these strategic goals (Option A), the consultant ensures executive sponsorship. If the solution is technically perfect but fails to deliver the business insights required for market expansion or margin analysis, it will be deemed a failure by the executive leadership.

NEW QUESTION # 62

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 Hyperforce/Heroku).

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 # 63

Cloud Kicks is currently utilizing Consumer Goods Cloud TPM and wants to understand if it can use mass copy promotions now for the next few years in a single click.

Which limitation should the company keep in mind for mass copying promotions from the Trade Calendar view?

- A. They are possible with a custom date and timeframe for 18 months out-of-the-box.
- B. They are possible for only a 12-month timeframe.
- C. They are possible for a maximum 18-month timeframe.

Answer: C

Explanation:

The Mass Copy functionality in the Trade Calendar is a powerful productivity feature that allows Key Account Managers to duplicate successful promotion plans from one year to the next. However, to ensure system performance and stability, Salesforce imposes specific governor limits on this operation.

Duplicating promotions is not a simple record copy; it involves cloning the header, all associated tactics, product splits, and

potentially re-calculating initial baseline values for the new dates. If a user were to attempt to copy promotions 5 years into the future in a single action, the calculation load would be immense.

According to the product documentation and best practices for Consumer Goods Cloud TPM, the standard limitation for the Mass Copy window is 18 months. This means a user can select a source range and copy it to a target range, provided the target dates do not extend beyond 18 months into the future. This constraint balances usability (allowing for full next-year planning plus a buffer) with the technical constraints of the Processing Service, preventing timeouts and ensuring that the copied data remains manageable and accurate.

NEW QUESTION # 64

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.

If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- A. The KPI changes will be reflected every 10 minutes through SF Data Sync.
- **B. The KPI changes will be updated immediately.**
- C. The KPI changes will be picked up in a batch run overnight and reflected the next day.

Answer: B

Explanation:

Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.

When a Key Account Manager (KAM) or consultant modifies a KPI in the Volume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.

* In-Memory Calculation: The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.

* Shared Context: The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.

Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial reality immediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

NEW QUESTION # 65

Which technology should a consultant primarily leverage to enable the centralized repository of comprehensive stock keeping unit (SKU) information, including specifications, images, and attributes?

- **A. Product Information Management (PIM) systems**
- B. Enterprise Resource Planning (ERP) systems
- C. Data lakes

Answer: A

Explanation:

The question specifies the need for a repository of comprehensive SKU information, explicitly mentioning specifications, images, and attributes.

* ERP (Option A): Primarily handles transactional data (Price, Cost, Inventory Count, SKU Code). It is generally poor at storing rich media like high-resolution images or marketing descriptions.

* PIM (Option B): A Product Information Management system is purpose-built to centralize and enrich product data. It manages the marketing-facing attributes (images, long descriptions, nutritional info, dimensions) that are essential for catalogs and digital displays.

* Data Lake (Option C): While it can store raw data, it lacks the structured governance and syndication workflows of a PIM.

For a TPM implementation that requires rich product displays for the KAMs (e.g., seeing the product image on the promotion card), the consultant should look to integrate with the client's PIM system.

NEW QUESTION # 66

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