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Salesforce Consumer Goods Cloud Accredited Professional Sample Questions (Q19-Q24):

NEW QUESTION # 19
Which two standard fields on the Retail Store KPI object are required when doing an inventory check?

- A. Inventory Count
- B. Custom Context
- C. KPI Type
- D. Assessment Indicator Definition
- E. Retail Store Group

Answer: D,E

Explanation:
In Retail Store KPIs, you can define the assessment indicator definition that must be captured for a store group. Because the assessment indicator definition is associated with assessment task definition and store groups to stores, Retail Store KPIs are the link between a store and the tasks to be performed at a store. You can also define the expected values of an assessment indicator definition in Retail Store KPIs

NEW QUESTION # 20
Which are the two primary use cases for performing an in-store survey?

- A. Gathering feedback from customers, consumers shoppers, and staff
- B. Saving time for the Field Rephttps://help.salesforce.com/s/articleView?id=sf.retail_concept_user_survey.htm&type=5
- C. Gathering data on inventory reconciliation
- D. Gathering point of sale data
- E. Gathering data on promotions, inventory requirements and product quality

Answer: A,E

Explanation:
Two primary use cases for performing an in-store survey are:
Gathering feedback from customers, consumers, shoppers, and staff. An in-store survey can be used to collect feedback from various stakeholders who interact with the products or services offered by the consumer goods company. For example, an in-store survey can ask customers about their satisfaction, preferences, or suggestions; consumers about their awareness, perception, or loyalty; shoppers about their behavior, motivation, or barriers; and staff about their challenges, needs, or opinions.
Gathering data on promotions, inventory requirements and product quality. An in-store survey can be used to collect data on various aspects of the product performance and availability in the retail store. For example, an in-store survey can ask about the compliance, effectiveness, or impact of promotions; the demand, supply, or replenishment of inventory; and the condition, quality, or issues of products

NEW QUESTION # 21
With which object is the promotion object directly associated?

- A. Retail Store Group
- B. Promotion Channel
- C. Products
- D. Retail Store

Answer: C

Explanation:
The Promotion object is directly associated with the Promotion Channel, which links promotional activities to specific channels and locations for execution.

NEW QUESTION # 22
Which User persona manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives?

- A. Divisional Manager
- B. Category Manager
- C. Store Manager
- D. Sales Manager

Answer: D

Explanation:
A Sales Manager is the user persona that manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives. A Sales Manager is responsible for planning and overseeing the retail activities of a team of field reps, as well as analyzing and reporting on the performance and compliance of the retail stores in their territory. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 18.

NEW QUESTION # 23
How can a merchandiser perform a check-in to log the arrival time and geo coordinates for an inventory-check appointment?

- A. Check-in through Salesforce Mobile App
- B. Check-in through standard location picker Lightning Web Component in Salesforce Mobile App

- C. Check-in through Salesforce Maps on mobile
- D. Check-in through Einstein Vision

Answer: A

Explanation:
A merchandiser can perform a check-in to log the arrival time and geo coordinates for an inventory-check appointment by using the Salesforce Mobile App. The Salesforce Mobile App is a mobile version of Salesforce that allows users to access and use various features and tools on their mobile devices. A check-in is a feature that allows users to record their arrival at a location, such as a retail store, by using their device's GPS. A check-in can be performed by tapping the Check In button on the visit record in the Salesforce Mobile App. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 34.

NEW QUESTION # 24

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