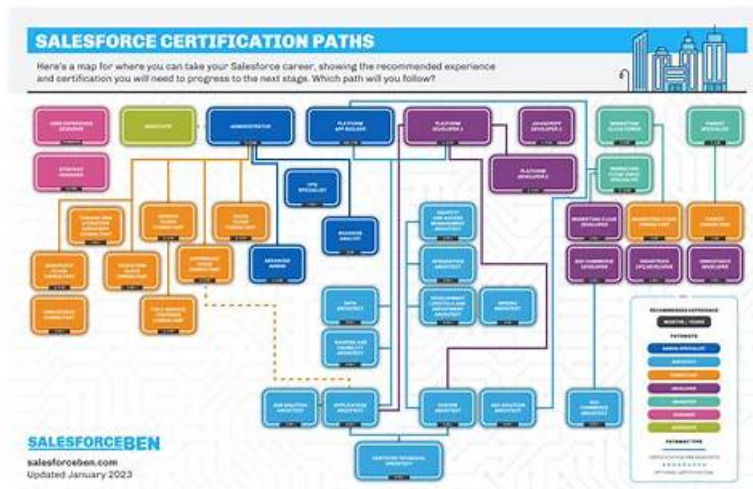


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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Leveraging Adjacent Roles• Skills: It is all about knowledge and skill infusions that are needed to create a vision, different technical and business capabilities, and a roadmap for implementation.
Topic 2	<ul style="list-style-type: none">• Intangible Deliverables: The topic includes sub-topics about key relationships that are essential for solving the challenge statement, the best presentation techniques for communicating a vision, and the tools for productive cross-discipline collaboration.
Topic 3	<ul style="list-style-type: none">• Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.
Topic 4	<ul style="list-style-type: none">• Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q68-Q73):

NEW QUESTION # 68

A pilot program for drone-delivered footwear reveals that while customers like the idea of this service, the cost of delivering it outweighs the price customers are willing to pay.

Which criterion is not being met?

- A. Feasibility
- B. Desirability
- C. Viability

Answer: C

Explanation:

Viability is the criterion that is not being met by the pilot program for drone-delivered footwear. Viability refers to how profitable or sustainable a product or service is, given the market demand and cost structure. It can be measured by comparing the revenue and expenses of the product or service, and assessing the return on investment or break-even point. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-business-model-canvas>

NEW QUESTION # 69

Poll results reveal consumers would like to be future-ready through more inclusive products and experiences.

What should the strategy designer intentionally do to drive this outcome?

- A. Set customer acquisition targets for diverse audiences.
- B. Design with exclusion experts.
- C. Increase the design timeline.

Answer: B

Explanation:

Explanation

Designing with exclusion experts means involving people who have been historically excluded or marginalized by existing products or services in the design process. This helps drive more inclusive outcomes by ensuring that the solutions meet the needs and preferences of diverse audiences. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/design-w>

NEW QUESTION # 70

A strategy designer is working on a project with budget constraints. Many of the variables and decisions are unclear in the early stages of design. What should be their approach in terms of bringing skills and talent?

- A. Staff heavily from the development phase until the go to market phase.
- B. Bring in team members with strong problem solving skills.
- C. Define additional leads for each functional area.

Answer: B

Explanation:

Explanation

The best approach in terms of bringing skills and talent for a project with budget constraints and unclear variables and decisions is to bring in team members with strong problem solving skills, as this helps tackle ambiguity and uncertainty, and generate creative and effective solutions. Defining additional leads for each functional area or staffing heavily from the development phase may not be feasible or optimal for the project.

NEW QUESTION # 71

A Salesforce Architect is asked to engage and help facilitate a journey mapping workshop with a strategy designer. The architect is unsure how it will help in the creation of deliverables they are required to produce. What value should the architect get by engaging in this workshop?

- A. A journey mapping exercise will provide all of their technical requirements.
- B. A journey map will allow the developers to start building.
- C. A journey map allows for the creation of a solution architecture diagram.

Answer: A

Explanation:

Explanation

A journey map is a tool that helps the architect engage and facilitate a journey mapping workshop with a strategy designer. A journey map is a visual representation of the customer's experience with a product or service, from their perspective. It helps identify the customer's needs, goals, pain points, emotions, and touchpoints across different stages of their journey. It also helps inform the design and development of solutions that meet the customer's expectations and improve their satisfaction.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

NEW QUESTION # 72

Cloud Kicks (CK) wants to drive more business, brand loyalty, and product awareness at its retail partner stores. CK would like to have the ability to effectively run promotions and optimize in-store visits.

Which Salesforce product should be recommended for this business need?

- A. Consumer Goods Cloud
- B. Loyalty Cloud
- C. Marketing Cloud

Answer: A

Explanation:

Consumer Goods Cloud is a Salesforce product that helps consumer goods companies optimize in-store visits, run promotions, increase sales, and improve customer loyalty. It is designed for businesses that sell products through retail partners and want to enhance their relationships with them. Reference: <https://www.salesforce.com/products/consumer-goods-cloud/overview/> For a business like Cloud Kicks looking to enhance brand loyalty, product awareness, and optimize in-store experiences, Consumer Goods Cloud is the recommended Salesforce product. It is designed specifically for the consumer goods industry to improve retail execution and drive more business through better in-store experiences, efficient route planning for sales reps, and promotion execution. Marketing Cloud is more suited for digital marketing campaigns across multiple channels, and Loyalty Cloud focuses on building customer loyalty programs, which doesn't directly address the need for optimizing in-store visits as Consumer Goods Cloud does.

NEW QUESTION # 73

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