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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q55-Q60):

NEW QUESTION # 55
A customer needs to create a promotion level report that has data for three Promotion key performance indicators (KPIs) and four fields from the Promotion object: Promotion Name, Slogan, Anchor Account, Phase.
Which type of reporting solution should a consultant recommend to the customer?

- A. Real-Time Reporting
- B. Salesforce Lightning Reports
- C. External Reporting Solution

Answer: C

Explanation:
While Salesforce Lightning Reports (Option C) are excellent for standard object data (Name, Slogan, Phase), they struggle to access the calculated KPIs (Volume, ROI, Spend) that reside in the Processing Service's memory or JSON blobs, unless those KPIs are explicitly written back to the database. Even with writeback, joining them in a formatted "Promotion Level Report" (often implying a tear-sheet or printable summary) can be rigid.
Real-Time Reporting (RTR)(Option A) is a UI component forviewingdata on a screen, not generating a persistent "Report"

document.
Therefore, for a requirement that mixes standard metadata (Slogan, Phase) with complex calculated KPIs into a cohesive report, the recommended best practice in the TPM ecosystem is often anExternal Reporting Solution(Option B) such as CRM Analytics (Tableau CRM) or a third-party generator. These tools can ingest the Writeback data (or query the API), join it with the Promotion Object metadata, and render the pixel- perfect layout required by the customer3.

NEW QUESTION # 56
A client is requesting a real-time report on the promotion detail to show key performance indicator (KPI) values at the Promotion Total level. The client wants this implemented to help the user gauge and understand the impact of the Planned Promotion instantaneously.
How should the consultant design this? 5

- A. Create a custom Scorecard Real-Time Reporting (RTR) and enable the required KPIs as Report relevant and add them to RTR Config, then embed the report on the Promotion record page.
- B. Create a custom Lightning component that reads the value of the KPIs through the KPI Map functionality and embed the UI Component on the Promotion record page.
- C. Create a new Real-Time Reporting (RTR), which uses a Flatlist UI Component, add the required KPIs, and then embed the report on the Promotion record page.

Answer: A

Explanation:
To meet the requirement of showing "Promotion Total" values (aggregated scalars like Total ROI, Total Spend, or Total Uplift) rather than a time-series grid, the consultant should utilize the Scorecard component of the Real-Time Reporting (RTR) module.
* Scorecard RTR:This UI component is specifically designed to display single, high-level summary metrics (KPIs) in a card format. It is ideal for "at a glance" impact analysis.
* Configuration:The process involves:
* Flagging the necessary KPIs (e.g., Total Volume, ROI) as"Report Relevant"in the KPI Set configuration so they are exposed to the reporting layer.
* Adding these KPIs to theRTR ConfigurationJSON.
* Embedding this specific Scorecard component on thePromotion Record Pagein Lightning App Builder.
* Why not Flatlist?AFlatlist(Option B) is typically used for tabular, time-phased data (e.g., a grid showing Volume Week 1, Week 2, Week 3). For a "Total Level" summary, a Flatlist is the wrong visualization tool.

NEW QUESTION # 57
Cloud Kicks is a consumer packaged goods (CPG) organization with an in-house solution for predicting an optimized baseline for trade promotions, which should not be changed in Consumer Goods Cloud TPM.
What should a consultant recommend when integrating this in-house solution with Consumer Goods Cloud TPM?

- A. Create a read-only Baseline key performance indicator (KPI) to be used in the P&L calculations.
- B. Load Baseline directly into the Customer Business Plan object.
- C. Load Baseline directly into the Advanced Promotion object.

Answer: B

Explanation:
Baseline Volume is the forecasted sales volume expected without any promotional activity. In the Salesforce TPM architecture, the Customer Business Plan (CBP) is the primary container for high-level volume planning and targets for the year.
When an organization has an external, sophisticated "Optimized Baseline" engine (like an AI/ML demand planning tool), this data acts as the "source of truth" for the year's forecast.
* Integration Target:The consultant should integrate this data into theCustomer Business Plan (CBP) object. The CBP holds the weekly/monthly volume data for the account.
* Data Flow:When a KAM creates a specific promotion in TPM, the promotion's calculation engine looks up the CBP to find the "Base Volume" for the relevant weeks and products.
* Read-Only Integrity:By loading it into the CBP (often into a locked or read-only KPI column within the CBP), the system ensures that the "Optimized Baseline" remains immutable during the promotion planning process, serving as the trusted anchor for calculating "Uplift" and "Incremental" volume.

NEW QUESTION # 58
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 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.
- B. 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.
- C. Configure a landing page using organization-wide sharing defaults for displaying the applicable information.

Answer: B

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 aJSON 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 aStatic Resourcein 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) controldatavisibility, they do not control theUI layout configuration of the TPM Cockpit itself. Therefore, Option B describes the correct implementation step for this specific requirement.

NEW QUESTION # 59
Key account managers (KAMs) want to use existing promotions as a blueprint and run the same pattern at a future date with the same customer. To reduce the number of clicks, the TPM consultant must ensure that the application presets the products and tactics from the source promotion.
Which settings should the TPM consultant configure?

- A. Mark the promotion template as derivable, set up a child promotion relationship with the promotion template, and configure Usage Derive and Copied Components Tactics; Products
- B. Mark the promotion template as copyable, set up a child promotion relationship with the promotion template, and configure Usage Copy and Copied Components Tactics; Products
- C. Mark the promotion template as pushable, set up a child promotion relationship with the promotion template, and configure Usage Push and Copied Components Tactics; Products

Answer: A

Explanation:
In Consumer Goods Cloud TPM, the concept of a "Blueprint" or "Pattern" promotion is handled through Derivation. This is distinct from a simple "Copy/Paste." A "Derivable" promotion acts as a parent or master template. To implement this:
* Mark as Derivable:The specificPromotion Templatemust be flagged as Derivable.
* Child Relationship:You must define the relationship that allows a new promotion to be spawned from this template.
* Usage Derive:The configuration setting Usage: Derive tells the system that this logic applies when deriving a child promotion, not just copying one.
* Copied Components:This is the most critical part for the user's requirement ("presets the products and tactics"). The consultant must explicitly selectTacticsandProductsin the Copied Components configuration.
If these components are not selected, the new promotion will be created with the correct dates and header info, but it will be empty (no products, no tactics). By configuringDerivewithCopied Components, the system duplicates the entire structure of the blueprint, allowing the KAM to simply adjust the dates or uplift numbers, significantly reducing click count and ensuring consistency with the

"Blueprint" strategy.

NEW QUESTION # 60

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