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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.
Topic 4	<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.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q99-Q104):

NEW QUESTION # 99

Cloud Kicks (CK) is interested in collecting data passively from customers while they are exercising in the company's latest tours plans to collect heart rate and activity levels and then overlay this data with self-reported weight, age, and health behavior information to provide fitness recommendations What should a strategy designer recommend before CK commits to this project?

- A. Consequence Scanning Workshop
- B. User Acceptance Testing
- C. Global Trend Analysis

Answer: A

Explanation:

Explanation

A strategy designer should recommend a Consequence Scanning workshop before CK commits to this project.

A Consequence Scanning workshop is a method to identify and mitigate potential negative consequences of a product or service, such as privacy, security, or social issues. It involves mapping out the intended and unintended outcomes of the product or service, assessing their likelihood and severity, and devising actions to prevent or reduce harm. User Acceptance Testing or Global Trend Analysis may provide some insights, but they do not address the ethical implications in a systematic and proactive way.

NEW QUESTION # 100

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

Answer: B

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 # 101

Cloud Kicks (CK) is designing an in-person experience for customers who purchase its products. This will include the ability to schedule and manage appointments as well as see when the delivery vehicle is on the way.

Which Salesforce product should CK invest in to efficiently enable the desired experience?

- A. Scheduler
- **B. Field Service**
- C. Service Goud

Answer: B

Explanation:

Explanation

Field Service is a Salesforce product that CK should invest in to efficiently enable the desired experience of scheduling and managing appointments and seeing when the delivery vehicle is on the way. Field Service is a product that helps manage and optimize the entire field service operation, from scheduling and dispatching to tracking and reporting. It integrates with other Salesforce products, such as Service Cloud and Experience Cloud, to provide a seamless and connected experience for customers and field workers.

References:<https://www.salesforce.com/products/service-cloud/field-service/>

NEW QUESTION # 102

Cloud Kicks feels confident about its vision for a new loyalty program and has received approval from leadership to begin development.

What is needed from the strategy designer to inform a roadmap from MVP to mature offering?

- A. Instrumentation and POC prototypes
- B. Effort sizing and user story points
- **C. Phases of feature development**

Answer: C

Explanation:

Phases of feature development are needed from the strategy designer to inform a roadmap from MVP to mature offering. Phases of feature development are stages or steps that define how a feature or solution will evolve over time, from its initial version to its final version. They help plan and prioritize the scope and sequence of work, and communicate the vision and value proposition of the product or service. References:

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

NEW QUESTION # 103

Cloud Kicks has uncovered a trend in parents and children wearing similar, coordinated fashion. A strategy designer is scoping a project to explore the potential of this opportunity. When should families be invited to co-create with designers?

- **A. Concepting**
- B. Prototyping
- C. Roadmapping

Answer: A

Explanation:

Explanation

The best time to invite families to co-create with designers for a new footwear line is during the concepting phase, as this helps

generate and validate ideas that meet the user needs and preferences, and foster user engagement and loyalty. Roadmapping or prototyping may not be suitable for co-creation, as they are more focused on planning and testing the solution.

NEW QUESTION # 104

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