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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.
Topic 4	• 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.

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Salesforce Certified Strategy Designer Exam Sample Questions (Q109-Q114):

NEW QUESTION # 109
A startup company that develops machine learning tools that track the performance of carbon dioxide and wants enforce perception validity of its data. The company starts by developing a need statement and a challenge statement.
What is the communality between the two statements?

- A. Both are solution free statements
- B. Both are tactics intended to solve problem
- C. Both explain the scope of possible solution.

Answer: A

Explanation:
Explanation
The commonality between a need statement and a challenge statement is that both are solution free statements, that is, they do not prescribe or imply any specific solution, but rather define the problem or opportunity space.
Both are not tactics intended to solve the problem or explain the scope of possible solutions, as they are more focused on framing the problem.

NEW QUESTION # 110
A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company.
What should they do to learn about the unique expectations of the company's customers?

- A. Share prototypes of different interface directions with 100 people who regularly use their bank's app.
- B. Interview 8-10 customers about how banking fits Into their lives and their ideal relationship with their bank.
- C. Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.

Answer: B

Explanation:
Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company's customers. This method provides qualitative and contextual insights into the customers' needs, goals, pain points, and emotions. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct

NEW QUESTION # 111
The strategy designer at Cloud Kicks has worked with the development team to create a cross-cloud 360 prototype based on a concept to create a better customer experience and help dive revenue.
What should the designer produce to get buy-in from the business stakeholders?

- A. Business metrics and ROI map
- B. Business case and roadmap
- C. Business user flow and journey map

Answer: B

Explanation:
The designer should produce a business case and a roadmap to get buy-in from the business stakeholders. A business case is a document that outlines the rationale, benefits, costs, risks, and alternatives of a proposed project or solution. A roadmap is a visual representation of the plan, timeline, milestones, and dependencies of a project or solution. Together, they can help communicate the value proposition, feasibility, viability, and desirability of the cross-cloud 360 prototype to the business stakeholders. A business user flow and journey map may show how the prototype works and what pain points it solves, but they do not provide enough information on the strategic aspects of the project. Business metrics and ROI map may quantify some aspects of the project, but

they do not explain how or why the prototype was created.

NEW QUESTION # 112

Cloud Kicks has designed two new features for its online shopping experience. Feature A is a tracker to show existing customers when their footwear will arrive, feature B gives the option to invite friends to purchase, too, focusing on acquiring new customers. Which criteria should the strategy designer use to determine which feature to build first?

- A. Resourcing and budget
- B. Value and effort
- C. Outcome and bandwidth

Answer: B

Explanation:
The criteria that the strategy designer should use to determine which feature to build first is value and effort.
Value and effort are two dimensions that can help evaluate and compare features based on their impact on achieving the desired outcomes and their difficulty or complexity to implement. Features that have high value and low effort are usually prioritized, while features that have low value and high effort are usually deprioritized or eliminated. Outcome and bandwidth or resourcing and budget may not be sufficient criteria for determining which feature to build first, as they do not account for both value and effort.

NEW QUESTION # 113

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. Marketing Cloud
- B. Consumer Goods Cloud
- C. Loyalty 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. References:
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 # 114

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