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Salesforce Certified Strategy Designer Certification Details	
Exam Code	Strategy Designer
Full Exam Name	Salesforce Certified Strategy Designer
No. of Questions	60
Online Practice Exam	Salesforce Certified Strategy Designer Practice Test
Sample Questions	Salesforce Strategy Designer Sample Questions
Passing Score	70%
Time Limit	105 minutes
Exam Fees	• Registration fee: USD 200 • Retake fee: USD 100
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Salesforce Certified Strategy Designer Exam Sample Questions (Q137-Q142):

NEW QUESTION # 137

Cloud Kicks' sales representatives are complaining that some Lightning web components developed as part of the partner onboarding process are slow to load and often unresponsive.

What would be the best recommendation to the team to identify the challenges and remediate the issue?

- A. Create a case with Salesforce support.
- **B. Utilize the Lightning Usage App.**
- C. Run the Salesforce Optimizer.

Answer: B

Explanation:

The best recommendation to identify and remediate the issue of slow and unresponsive Lightning web components is to utilize the Lightning Usage App, which provides insights into how users interact with Lightning Experience and helps optimize performance and usability. Running the Salesforce Optimizer or creating a case with Salesforce support may not address the specific issue of Lightning web components.

NEW QUESTION # 138

Cloud Kicks customers have publicly challenged the company to use its market-leading position as an ethical force for good in social change. What is one way the company can embed ethical use principles into its day to day work?

- A. Journey Mapping
- **B. Consequence Scanning**
- C. Quantitative Research

Answer: B

Explanation:

One way the company can embed ethical use principles into its day to day work is by using Consequence Scanning, which is an agile practice that fits within an iterative development cycle and allows organizations to consider the potential consequences of their product or service on people, communities, and the planet.

Consequence Scanning helps identify and mitigate potential harms or risks, and align the product or service with the organization's values and culture. Quantitative research or journey mapping may not be sufficient or effective for embedding ethical use principles.

NEW QUESTION # 139

Cloud Kicks' existing customers are loyal, but the company believes its total addressable market is larger. What should their strategy designer explore to increase market share?

- A. Deepening customer engagement
- B. Reinvesting in existing products
- **C. Diversifying product offerings**

Answer: C

Explanation:

The strategy designer should explore diversifying product offerings to increase market share. This means creating new products or services that appeal to different customer segments or needs, and expanding the customer base and revenue potential of the business. References:

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

NEW QUESTION # 140

Cloud Kicks' product team is focused on a new business casual clothing line that they think will account for over half of the company's revenue in the future.

Which trend should influence desirability the most?

- **A. Hybrid work emphasizing the need for color and comfort**
- B. Supply chain issues that delay product availability
- C. Digital product passports' to help prevent counterfeiting

Answer: A

Explanation:

Explanation

The most influential trend for desirability in designing a new business casual clothing line is hybrid work emphasizing the need for color and comfort, as this reflects the changing preferences and expectations of customers in a post-pandemic world. Digital product passports to help prevent counterfeiting or supply chain issues that delay product availability are not trends that affect desirability directly, but rather trust and availability.

NEW QUESTION # 141

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:

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.

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

NEW QUESTION # 142

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