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1. Cloud Kicks is migrating from its current CRM application to Salesforce in phases across various

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Salesforce Certified Sales Cloud Consultant (CRT-251) exam is designed for professionals who want to demonstrate their expertise in implementing and consulting Salesforce Sales Cloud solutions. Salesforce Certified Sales Cloud Consultant certification is specifically designed for individuals who have experience in managing and configuring Salesforce Sales Cloud, including managing contacts, opportunities, and sales processes. CRT-251 Exam covers a wide range of topics, including sales process design, lead and opportunity management, forecasting, and sales analytics.

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Salesforce Certified Sales Cloud Consultant Sample Questions (Q137-Q142):

NEW QUESTION # 137

Annual sales numbers change depending on renewal periods and new products. Sales managers at Universal Containers (UC) want to emphasize the importance of customer retention when prioritizing the pipeline and customer engagement for the sales team. Which metric should the consultant recommend to help UC emphasize the importance of customer retention to the overall business strategy?

- **A. Customer Lifetime Value (CLV)**
- B. Annual Contract Value (ACV)
- C. Total pipeline Value

Answer: A

Explanation:

Customer Lifetime Value (CLV) is a key metric that helps organizations understand the long-term value of a customer relationship. It emphasizes the importance of customer retention by measuring the total revenue a business can reasonably expect from a single customer account throughout the business relationship. For Universal Containers, focusing on CLV will help sales managers prioritize customer engagement and retention strategies, highlighting the ongoing value of maintaining strong customer relationships over simply acquiring new customers.

Reference:

Customer Lifetime Value (CLV) in Salesforce
Metrics for Customer Retention

NEW QUESTION # 138

A sales manager wants a report that reflects all activities in the manager's accounts, including contacts and opportunities. Which report should the sales manager use?

- A. Activities report on accounts and opportunities the manager owns
- **B. Activities report on accounts, contacts and opportunities the manager own**
- C. Activities report on accounts and contacts the manager owns
- D. Activities report on accounts the manager owns

Answer: B

NEW QUESTION # 139

A consultant is recommending Salesforce Console for Sales to Northern Trail Outfitters to improve sales productivity in inside sales. Which two use cases support this recommendation? Choose 2 answers

- A. Need to prioritize search results for contacts and opportunities
- **B. Need to add notes quickly while talking to the client**
- **C. Need to view the caller ID on screen and quickly make calls with one click**
- D. Need to chat with customers in real time with Chatter

Answer: B,C

NEW QUESTION # 140

Cloud Kicks has requested a Statement of Work (SOW) that clearly states who will train users on new features and how the training will be delivered.

Which two sections of a SOW should the consultant discuss further with Cloud Kicks to meet the requirement?

Choose 2 answers

- **A. Approach**
- B. Background
- **C. Scope**
- D. Terms and Conditions

Answer: A,C

Explanation:

Approach and Scope are two sections of a SOW that the consultant should discuss further with Cloud Kicks to meet the requirement of clearly stating who will train users on new features and how the training will be delivered. A SOW is a document that defines the project objectives, deliverables, timeline, costs, and responsibilities of both parties involved in a project. The Approach section describes the methodology and strategy that will be used to achieve the project objectives and deliverables. The Scope section defines the specific work items and activities that will be performed as part of the project, as well as any assumptions, exclusions, or dependencies. By discussing these two sections with Cloud Kicks, the consultant can specify who will be responsible for providing user training (e.g., consultant or client), what type of training will be offered (e.g., online or onsite), how many sessions will be conducted (e.g., one or multiple), what topics will be covered (e.g., new features or best practices), etc.

NEW QUESTION # 141

Universal Containers wants to associate some contacts with more than one account (e.g., a contact in an employee of one account and on the boards of several other accounts). Which solution should a consultant recommend to meet this requirement?

- **A. Add the contact to the partners related list on the second account.**
- B. Enable contacts to multiple accounts feature.
- C. Associate the contact to other accounts using a custom lookup field.
- D. Clone the contact record and add it to the second account.

Answer: A

NEW QUESTION # 142

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