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Salesforce Certified Sales Cloud Consultant Sample Questions (Q86-Q91):

NEW QUESTION # 86

Universal Containers has implemented a lead qualification process that uses a lead scoring formula. Upon review, many of the converted leads with the highest scores had little interest in making a purchase.

Which modification to the current lead qualification process should a consultant recommend?

- A. Include a measure for the number of marketing touches.
- B. Increase points for actions that indicate intent.
- C. Evaluate each record against the target marketing persona.

Answer: C

Explanation:

When converted leads with high scores show little interest in purchasing, it indicates that the lead scoring model may not be accurately reflecting true purchase intent. Evaluating each record against the target marketing persona involves comparing the characteristics of the lead to an ideal customer profile, which helps in ensuring that the scoring is more aligned with actual buying intent. By refining the lead qualification process to better match the target persona, sales teams can prioritize leads that are more likely to convert into customers.

References:

* Improving Lead Scoring with Personas

* Lead Management Best Practices

NEW QUESTION # 87

Cloud Kicks requires sales associates to record all activities within Salesforce. Which sales metric can be derived from these activities?

- A. Rate of Contact
- B. Close Rate
- C. Close Rate
- D. Marketing Influence

Answer: A

NEW QUESTION # 88

A company is changing its case management system to Salesforce. All active accounts, contacts, and closed cases for the past 5 years must be migrated to Salesforce for go-live.

Which approach should be used for the data migration?

- A. Prepare, Plan, Validate, Execute, Test
- B. Plan, Prepare, Validate, Execute, Test
- C. Plan, Prepare, Test, Execute, Validate
- D. Prepare, Plan, Test, Execute, Validate

Answer: B

NEW QUESTION # 89

Northern Trail Outfitters (NTO) has recently started using forecasting in collaboration with sales stages to better understand pipeline. All sales reps have submitted their forecasting numbers for approval. The VP of sales is reviewing the forecast and sees that the open opportunity pipeline report contains a total of \$25,000. The VP of sales then notices that there is \$15,000 that is not included in the pipeline forecast summary. What should a consultant suggest as a possible reason for exclusion?

- A. The \$15,000 is business that is in the Best case category, which is excluded from the pipeline forecast summary
- B. The \$15,000 is business that had already been lost and, therefore, is excluded from the pipeline forecast summary
- C. The \$15,000 is business that is too new and has been assigned to the Omitted forecast category

- D. The \$15,000 is business that is in the commit category, which is excluded from the pipeline forecast summary*

Answer: B

NEW QUESTION # 90

Cloud Kicks has a lengthy and complex sales cycle. Opportunities have stages that sales reps must move a deal through, as well as indicate the probability of winning the sale. The sales manager presently uses sales stages and probability for forecasting and wants to simplify the process of reporting on projected sales for the sales team. Which approach should a Consultant recommend to streamline forecast reporting?

- A. Reduce the number of Opportunity stages and report on probability.
- B. Reduce the number of opportunity stages and report on forecast category.
- C. Align forecast categories to multiple Opportunity stages and report on forecast category.
- **D. Align Opportunity stages with probability and use collaborative forecasts for reporting.**

Answer: D

NEW QUESTION # 91

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