

Salesforce Certified Sales Cloud Administration

1. Universal Containers does not have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, there has been an increased volume of leads. However, the Vice President of Channels has been receiving many complaints from partners on the poor quality of the leads and has noticed a significant drop in the lead conversion rate. What should a consultant recommend to improve partner satisfaction with the leads being shared?

A. Create a custom lead score field to assess lead quality and assign the leads that exceed this score to partners.

B. Create multiple validation rules to ensure that all fields on the lead record are populated with data.

C. Assign all leads to the partner channel manager to validate the lead data and manually assign to partners.

D. Use the lead score on the Find Duplicates button and assign the leads with a score in the high category.

Answer(s): A

2. What are the main challenges that Marketing faces when trying to drive more business?
(Select all that apply)

A. Website integration: Lack of website integration, which delays entry of leads into CRM

B. Email Marketing: Difficult to track and report on effectiveness of emails that were sent

C. Search Marketing: No reportable relationship between search words and closed sales

D. Reporting: Must create reports manually, which slows down lead generation

E. Campaign M

Answer(s): A,B,C,E

3. Match the following loading option to the description of when to useit. "ETL Tool"

A. Bob wants to load asingle account record.

B. Bill wants to load 20,000 lead records.

C. Brian wants to consolidate all his accounts from several systems.

D. Beckywants to load all her 65,000 contact records.

E. Berta wants to keep a separate system asher "system of record"

Answer(s): C

4. Which best describes the Salesforce Automation feature "Data Validaction" ?

A. Ensures that we are tracking our progress towards the desired states.

B. Determines the sales stages of an organization.

C. Identifies key stakeholders from the buy side.

D. Makes sure we recognize those involved in the sales process.

E. Enforces the business process.

F. Allows to better automate the salesmethodology.

Answer(s): E

5. Which of the following descriptions best describe Quotes?

A. A library that allows access to documents

B. A collaboration tool

C. A content management tool for users who seek information

D. A tool for extending pricing proposals to customers

E. A data enrichment tool that maintains updated data

Answer(s): D

6. Universal Containers marketing department runs many concurrent campaigns. It has specified that the influence timeframe for a campaign is 60 days. When a contact is associated to an opportunity in a contact role, what is the impact on the campaign influence for opportunities?

A. Campaigns in which a contact became a member within the last 60 days will be added to the campaign influence related list.

B. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list.

C. All campaigns created within the last 60 days will be added to the campaign influence related list.

D. All contacts associated with campaigns will be added to the campaign influence related list.

Answer(s): A

7. Arrange the steps to create a record in the correct order (using Salesforce Classic).

A. Enter the record details in the specified fields

B. Select Save from the menu

C. Open the records in the list view or highlight the object tab

D. Open the menu and select New

Answer(s): A,B,C,D

8. Match the following loading option to the description of when to use it. "Force.com Data Loader"

A. Bob wants to load a single account record.

B. Berta wants to keep a separate system as her "system of record"

C. Bill wants to load 20,000 lead records.

D. Brian wants to consolidate all his accounts from several systems.

E. Becky wants to load all her 65,000 contact records.

Answer(s): E

9. Universal Containers wants to manage their sales territories in Salesforce. What questions should be asked to determine if territory management is an appropriate solution? Choose 3 answers

A. Are commissions calculated by the number of territories to which a representative belongs

B. Are there specific rules for account and opportunity access

C. Does account sharing depend more on account traits than on ownership

D. Is your sales organization set up as a matrix or a tree

E. Are your lead assignments based on sales territories

Answer(s): A,B,C

10. Your commit summary says you can bring in \$1,000 this period but you've just gotten a verbal approval on a deal for \$500 from a CEO. What should you do?

A. Nothing. It's ok if the forecast is inaccurate

B. Override the forecast summary for your commit

C. Override the opportunity and move the stage to commit, making the forecast more realistic

Answer(s): C

11. Customizable Forecasting must be enabled by salesforce.com support.

A. False

B. True

Answer(s): A

12. Universal Containers is deploying Salesforce for lead and opportunity Management. Several area of

A. Rely on automated test script tools to ensure maximum test coverage

B. Write detailed test scripts that define specific conditions, actions, and expected results

C. Delegate unit testing to application end users because they understand the requirements best

D. Create test conditions that cross-reference use cases from project documents

Answer(s): B,D

13. The sales representatives at Universal Containers have been experiencing the following Challenges with sales data within their Salesforce application.

A. Export contacts and accounts from Data.com and upload using data loader.

B. Utilize Data.com to flag duplicates and update existing data.

C. Export contacts and accounts from Data.com and upload using Excel Connector.

D. Utilize data loader to export data and flag duplicate records.

Answer(s): B

14. UniversalContainers is designing a contact center that will store 20 million cases. Of those, 5 million will need to be accessed for reporting and search. Which approach will ensure best system performance? Chose 3 answers:

A. Record types

B. Division

C. Custom indexes

D. Tiered data strategy

E. Custom search

Answer(s): B,C,D

15. For optimal usability and adoption, a solution must do what. (Select all that apply)

A. Be easy to use so users can easily enter data and find information.

B. Be inexpensive so users don't worry about the bottom line when using the application.

C. Provide value so users perceive it as a valuable spending of their time.

D. Have trusted data.

E. Provide both online help and hard copy reference materials to assist users at all times.

F. Be easy to change through a change ma

Answer(s): A,C,D,F

16. UC representative wants to see forecast amount by all sales representative and by multiple product group. What would a consultant recommend to meet these requirements? Choose 2 answers

A. Create a forecast list view by product family groups

B. Build a custom forecast report showing product group

C. Implement collaborative forecast with quota alignment (...)(Missed)

D. Implement collaborative forecast with product family (Missed)

Answer(s): C,D

17. What are some of the ways to align communication between the sales and marketing organizations? (Select all that apply)

A. Evaluate impact of collateral on bringing leads through to close

B. Have a daily meeting with sales to check on latest developments

C. Provide sales collateral in one place

D. Communicate availability of sales collateral

E. Standardize internal and external communication with templates

F. Gather feedback on sales collateral and templates

Answer(s): A,B,C,D,E,F

18. Which pair of reports is best associated with the business driver "Improve Sales Rep productivity" ?

A. "Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"

B. "Stage Duration Age"and "Forecast by Sales Rep"

C. "# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"

Answer(s): C

19. Which pair of reports is best associated with the business driver "Build a strong pipeline" ?

A. "Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"

B. "# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"

C. "Stage Duration Age" and "Forecast by Sales Rep"

Answer(s): A

20. Which option best identifies with the Chatter Profile Page?

A. Everyone can see what you post here. Displays posts from everyone you're following.

B. Everyone can see what you post here. Only displays posts directed to you.

C. Only users with access rights can view or post here.

Answer(s): B
