Sales Cloud Consultant

1. The sales department at Cloud Kicks is growing quickly. New sales executives want to prioritize interacting with contacts who make or influence the decision to purchase Sales Cloud.

A. Update Primary Contact on all Opportunities.

B. Use Contact Roles on the Opportunity object.

C. Create @ report showing Contacts with executive job titles.

Answer(s): B

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2. Cloud Kicks (CK) has acquired a competitor that also uses Sales Cloud. They have many of the same customers and prospects. The CEO of CK wants the consultant to work with senior managers to document use cases and determine a project plan for everyone who will be on the CK org.

A. Hold a kickoff meeting with the CK stakeholders.

B. Conduct discovery sessions and document existing business practices for each company.

C. Export the data from the competitor's system and merge it into Ck's org.

Answer(s): B

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3. Sales reps at Cloud Kicks are responsible for creating leads manually and uploading leads. The marketing department has noticed that some leads are missing important information.

A. Path with key fields

B. Required fields

C. Screen flows

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4. The Cloud Kicks marketing team purchased a marketing automation tool and is implementing a lead qualification process. The sales director provided key attributes and activity history of the ideal lead.

A. Create reports based on the sales metrics provided in the marketing automation tool and train marketing users to identify and qualify leads.

B. Develop the Lead score and grade in the marketing automation tool to automatically determine when a lead should become qualified.

C. Set up the marketing automation tool to send prospects to the sales director and ask sales reps to assist in the qualification process.

Answer(s): B

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5. Cloud Kicks (CK) wants to implement sharing rules.

A. Sharing rules can expand access beyond the organization-wide default levels.

B. When a sharing rule is deleted, the sharing access created by that rule must be manually removed.

C. Sharing rules apply only to new records that meet the definition of the source data set.

Answer(s): A

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6. Cloud Kicks (CK) sells formal and athletic footwear lines. using Product Families on Products to associate each product to corresponding line. CK currently forecasts an Expected Revenue amount that combines all products together.A. consultant is assessing how CK can divide its forecasts by footwear line.

A. Configure separate stages and sales processes for each Product Family.

B. Configure a new Forecast Type on Opportunity Product grouped by Product Family.

C. Configure a new Forecast Type on Opportunity grouped by Product Family.

Answer(s): B

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7. The Cloud Kicks sales team travels frequently and often needs to convert leads while away from the home office.

A. Enable Conversions for the Salesforce mobile app In Lead Conversion settings.

B. Create a Global Action to convert leads via the Salesforce mobile app.

C. Install an AppExchange package to convert leads via the Salesforce mobile app.

Answer(s): B

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8. A consultant is meeting with a new client to design a rollout strategy for its Sales Cloud implementation.

A. Identify which Salesforce features and functions to use.

B. Design a prototype of the suggested solution.

C. Define goals, metrics, project schedule, and sales processes.

Answer(s): C

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9. Cloud Kicks has a large remote sales department working in many different locations. Management wants greater visibility into the opportunities in progress with their respective teams. They also want to receive emails when opportunities reach key metrics (for example, stage progression) or a high probability. However, they want to control the frequency of their emails.

A. Subscribe to Chatter Feed Tracking to receive updates.

B. Define a record-triggered flow when the stage is updated to new values.

C. Create a report filtering for the criteria and allow managers to subscribe to the report.

Answer(s): C

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10. The project at Universal Containers is almost finished and now it is time to test the changes and updates that have been made before go-live.

> A. Create a new Developer Edition org and populate it with data.

> B. Create test accounts and opportunities in a new Trailhead Playground org.

> C. Create a new Developer sandbox and populate it with data.

Answer(s): C

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11. Universal Containers is realigning sales territories and needs to update ownership across its 400,000 accounts. The organization-wide default for Accounts is Private.

> A. The organization-wide default should be set to Public before the update can be performed.

> B. The Salesforce recycle bin needs to be emptied prior to realignment.

> C. The operations team can defer sharing calculations to decrease the risk of lock errors during the data update.

Answer(s): C

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12. Cloud Kicks (CK), a large global organization, is rolling out a complex Salesforce Release to its staff located in offices around the world.

> A. Leverage Trailhead and documentation.

> B. Conduct Train-the-trainer sessions.

> C. Configure In-App Guidance.

Answer(s): B

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13. 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.

A. Annual Contract Value (ACV)

B. Total Pipeline Value

C. Customer Lifetime Value (CLV)

Answer(s): C

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14. Cloud Kicks wants to streamline the approval process and give sales managers more efficient ways to approve opportunities in a timely manner.

A. Allow managers to approve or reject requests via an email.

B. Configure Einstein Opportunity Insights to approve requests.

C. Add a dashboard of pending approvals to the Chatter feed.

Answer(s): A

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15. Cloud Kicks has completed the discovery stage and leadership has aligned on the project's business goals.

A. Create user stories to present for prioritization.

B. Onboard team members to start development of the solution.

C. Define key metrics to identify how success will be measured.

Answer(s): C

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16. A consultant has successfully deployed Sales Cloud at Cloud Kicks.

A. Activate users in the system.

B. Validate the implementation.

C. Obtain stakeholder sign-off.

Answer(s): C

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17. Cloud Kicks has 300,000 account records and 16 million invoices in a custom object with a master-detail relationship to the Account. End users have stated that each account record takes a long time to display.

A. Convert the Invoice master-detail into a lookup relationship and tell the users it Is a required field.

B. Move the invoice related list to a separate tab on the record page and communicate the change to users.

C. Enable indexing on all visible fields on the Invoice related list and create a training plan for the users.

Answer(s): B

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18. Cloud Kicks wants to improve its return on investment (ROI) by creating intelligent processes built on trusted, targeted data.

A. To use Salesforce Surveys to update customers' data

B. To create customer segments with personas and scoring

C. To activate customizable sales forecasting and lead scoring

Answer(s): B

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19. The admin at Universal Containers has been getting complaints from sales reps about duplicate leads within Sales Cloud. The admin has already set up a Matching Rule for Leads.

A. Change the criteria for the standard Lead Matching Rule.

B. Confirm the standard Lead Matching Rule is deactivated.

C. Confirm the custom Lead Matching Rule is activated.

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20. Cloud Kicks (CK) is adding hundreds of new accounts to Sales Cloud daily. CK uses an automated process to assign Account owners. If no assignment can be made for an account, it will be routed to a specific user who will manually review and re-assign it at a later date. This user may have thousands of account records assigned.

A. Place the user in 4 separate role at the highest level! of the role hierarchy.

B. Assign the Modify All Data permission to the user.

C. Add the user to a separate role at the lowest level of the role hierarchy.

Answer(s): C