

Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

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NEW QUESTION 1

- (Exam Topic 1)

A company is planning for the migration of an existing knowledge base into Salesforce Knowledge. Which set of factors should be considered in selecting which articles to migrate?

- A. Last modified date and frequent search terms
- B. Last modified date and number of recent article views
- C. Original creation date and average rating of articles
- D. Original creation date and total number of article views

Answer: B

NEW QUESTION 2

- (Exam Topic 1)

A company has these requirements for dealing with Cases:

- Handled efficiently and by the right agents
- Distributing the load so that agents do NOT have to manually select the next Case to work Which two Omni-Channel features will assist in this routing and distribution? Choose 2 answers

- A. Route to agents with the most cases closed for that topic.
- B. Route to agents staffing the assigned overflow queues.
- C. Route to agents with the least amount of active assigned work.
- D. Route to agents with the most capacity to take on new work.

Answer: CD

NEW QUESTION 3

- (Exam Topic 1)

Universal Containers needs to provide contact center agents with access to a customer's payment history if the call concerns a billing problem. The following considerations need to be taken into account:

- Billing problems account for less than 5% of calls.
- Billing data is stored in an external system containing over 20 million records.
- Agents do not want to maintain separate login sessions for Salesforce and the billing system. Which two solutions should a consultant recommend? Choose 2 answers

- A. Use Lightning Connect to connect and access data in real-time from the billing system.
- B. Import payment data into Salesforce and add to the contact page layout as a related list.
- C. Create a Visualforce page that retrieves payment information via a Web Service call-out.
- D. Create a custom tab of type URL that displays a search page from the billing system.

Answer: CD

NEW QUESTION 4

- (Exam Topic 1)

Universal Containers Executives want to see contact center metrics from each of its different geographic regions. How should a Consultant support this requirement?

- A. Create a Dashboard for each Region.
- B. Create a single Dashboard with a Region filter.
- C. Create a Dashboard for each Case Team.
- D. Create a single Dashboard with a Case Team filter.

Answer: B

NEW QUESTION 5

- (Exam Topic 1)

Universal Containers wants to deploy the Service Cloud to its contact centers located across North America, Europe, and Asia. The company wants standardized contact center processes and reporting implemented in its centers worldwide.

Which approach should a consultant recommend in this scenario?

- A. Assign a global team of experienced agents and leaders to create a common design template and report structure.
- B. Assign teams in each major contact center to design a solution unique to its needs and have an analyst build a combined report.
- C. Recommend utilizing out-of-the-box functionality to reduce cost and ensure one worldwide process and reporting.
- D. Recommend that the VP of Worldwide Support design a global template to provide a clear vision and standardization.

Answer: A

NEW QUESTION 6

- (Exam Topic 1)

How should a Consultant provide Suggested Article functionality to Lightning Service Console users?

- A. Add the Knowledge Component to the Service Console.
- B. Add the Knowledge tab to the Console app.
- C. Create email templates with Knowledge Articles attached.
- D. Add the Suggested Article widget to the Case page layout.

Answer: A

NEW QUESTION 7

- (Exam Topic 1)

Universal Containers has a single contact center that handles all service requests including chat, Cases, and web form submissions. It is important that Reps are assigned work evenly so that all requests are handled in the order they are received.

How would a Consultant address this requirement?

- A. Configure Case Assignment Rules
- B. Configure Omni-Channel with Most Available Routing
- C. Configure Live Agent Skills-based Routing
- D. Configure Omni-Channel with Least Active Routing

Answer: B

NEW QUESTION 8

- (Exam Topic 4)

Which method should be used to automate repeat opportunities when regular customers are classified as a repeat account type?

- A. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed/won stage
- B. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat accounts when it reaches closed/won stage
- C. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed/won stage
- D. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches closed/won stage

Answer: A

NEW QUESTION 9

- (Exam Topic 4)

Universal Containers allows to its Sales Rep to negotiate up to 5% discount for their opportunities. Discount more than 5% must be sent to their Regional Sales Manager (RSM) for the approval. Discount greater than 15% must be able to send to Regional Vice President (RVP) for the approval. What should a consultant recommend to meet these requirements?

- A. Configure a workflow approval task and email to RSM and RVP.
- B. Create two approval processes one for RSM and one for RVP.
- C. Create two step approval processes for the RSM and RVP as approvers.
- D. Configure an approval process for the RSM and workflow for the RVP.

Answer: C

NEW QUESTION 10

- (Exam Topic 4)

Universal Containers plans to implement lead management functionality for channel sales representative who needs to push pre-qualified leads to their partner. Partners need the ability to access and update the lead assigned to them. What solution should a consultant recommend for the scenario?

- A. Create a task for the partner where a new lead is created and assign it to partner in the Partner Community.
- B. Add the leads tab to the Partner Community and configure partner profile to access leads
- C. Configure a separate lead record type and page layout for the partner community.
- D. Create a customized site where partners can self-register and access their leads.

Answer: B

NEW QUESTION 10

- (Exam Topic 4)

Universal Containers has a private sharing model for accounts and opportunities. As part of its sales strategy, each sales representative collaborates with the same set of individuals for each opportunity.

What should a consultant recommend to grant sales representatives the appropriate access to an opportunity?

- A. Create a public group for each team and have the sales representatives configure his or her default opportunity team
- B. Create a trigger for each sales representative that would automatically share the opportunity with his or her default opportunity team.
- C. Enable Chatter and configure a customer Chatter group for the opportunity to allow collaboration on ideas.
- D. Enable opportunity team selling and have each sales representative configure his or her default teams

Answer: D

NEW QUESTION 12

- (Exam Topic 4)

Universal Containers has a complex sales process that requires two different sets of sales stages for opportunities with an opportunity amount above or below USD \$100,000. What should a consultant recommend to meet this requirement?

- A. Create two sales processes, two opportunity record types, and a workflow rule triggered by sales stage.
- B. Create two sales processes, two opportunity record types, and a workflow rule triggered by the opportunity amount.
- C. Create one sales process and a validation rule that evaluates opportunity amount to determine the appropriate sales stage.
- D. Create two sales processes and a workflow rule triggered by opportunity amount to assign a sales process.

Answer: B

NEW QUESTION 17

- (Exam Topic 4)

What is the recommended approach to relate a Person Account to another Account?

- A. Add the Person Account to the Partners Related List.
- B. Add the Person Account to the Contact Roles.
- C. Add the Person Account to the Account owners default team.
- D. Add the Person Account to the Account Team.

Answer: B

NEW QUESTION 20

- (Exam Topic 4)

Nothern Trail Outfitters wants to link contacts with more than one account. What solution should be recommended if a contact is an employee in one account, and on the boards of three additional accounts?

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

Answer: D

NEW QUESTION 25

- (Exam Topic 4)

UC implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners. How can this be accomplished?

- A. Enable quotes and content in the partner portal to allow partners to store their PDF quotes.
- B. Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.
- C. Update the partner sales process to include stages for managing and submitting partner quotes.
- D. Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.

Answer: A

NEW QUESTION 27

- (Exam Topic 4)

Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four opportunities for the current quarter that are detailed below:

- \$3,500 opportunity in the Best Case forecast category
- \$2,000 opportunity in the Commit forecast category
- \$1,000 opportunity that has been closed/won
- \$1,000 opportunity that has been lost

What are the sales representatives Best Case forecast for the current quarter?

- A. \$2,000
- B. \$5,500
- C. \$3,500
- D. \$6,500

Answer: D

NEW QUESTION 28

- (Exam Topic 4)

UC is migrating data from a legacy system into Salesforce. The company needs to migrate lead, contact, and opportunity data from its legacy system and must be able to report on historical lead conversion for both legacy and newly created data. What is the recommended order for data migration?

- A. User, Lead, Opportunity, Account, Contact
- B. User, Contact, Account, Lead, Opportunity
- C. User, Opportunity, Account, Contact, Lead
- D. User, Account, Contact, Opportunity, Lead

Answer: D

NEW QUESTION 31

- (Exam Topic 4)

Cloud Kicks has started its operations in Europe in addition to the U.S. The company has enabled advanced currency management to support both EUR and USD.

Cloud Kicks also has existing roll-up summary fields.

- A. Where are currency related roll-up summary fields supported?
- B. From the Opportunity line object to the Opportunity object
- C. From the Object rolling up to the Opportunity object
- D. From any custom object to the Opportunity object
- E. From the Opportunity object rolling up the Account object

Answer: A

NEW QUESTION 36

- (Exam Topic 4)

The Sales Director at Cloud Kicks mandated that implementing logic and automation to qualify top leads is priority. Cloud Kicks fully leverages Sales Cloud and has significant data points captured on converted Leads and closed won Opportunities for the past four years.

Which two actions can the Consultant first take to ensure a best practices implementation? Choose 2 answers

- A. Review converted Lead data with Sales and Marketing leaders to understand the interaction patterns that led to conversion.
- B. Begin with recommended base Lead Score of 100. After a predetermined amount of time, evaluate the results and adjust the Score accordingly.
- C. Begin with the recommended base Lead Grade of B-. After a predetermined amount of time, evaluate the result and adjust the Grade accordingly.
- D. Work with subject matter experts to define the key attributes of the ideal customer for Cloud Kicks' products.
- E. Configure a qualification screen-based flow to assist Sales Reps in quickly determining which Leads are high priority.

Answer: BC

NEW QUESTION 40

- (Exam Topic 4)

Cloud Kicks users Chatter to collaborate corporate-wide. Sales representatives are getting too many items showing on their feed, so it's hard to sort through to find items that are high priority or need the sales representative's immediate attention. Which solution should the Consultant recommend?

- A. Create Chatter topics.
- B. Increase the Chatter follower limit.
- C. Increase Chatter Feeds bookmark limit.
- D. Create Chatter Streams.
- E. Create a Chatter Feed page layout.

Answer: D

NEW QUESTION 41

- (Exam Topic 4)

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

Answer: B

NEW QUESTION 44

- (Exam Topic 4)

Sales manager travels frequently – how to review pending approvals? Choose 2 answers:

- A. Approvals by email
- B. Enable mobile
- C. Schedule & email dashboard results
- D. Schedule & email report results

Answer: AB

NEW QUESTION 46

- (Exam Topic 4)

Historically, UC has sold to shipping department contacts within its customer and prospect accounts. It recently launched a new product line that will appeal to operations department contacts. What data enrichment can Data.com provide UC to expand its sales network? Choose 2 answers

- A. Add operations leads and opportunities
- B. Append qualification scores to operations leads
- C. Add new operations prospect accounts

Answer: AB

NEW QUESTION 51

- (Exam Topic 4)

A customer needs Chatter, a custom mobile layout, and custom branding for its mobile users. Which solution should a consultant recommend?

- A. Chatter for Mobile
- B. Mobile Classic
- C. Salesforce1
- D. Custom mobile solution

Answer: C

NEW QUESTION 54

- (Exam Topic 4)

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. Use the lead Score on the find duplicates button and assign the leads with a score in the high category
- 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. Create a custom lead score field to assess lead quality and assign the leads that exceed the score to partners

Answer: D

NEW QUESTION 55

- (Exam Topic 4)

The VP of Service at Universal Containers is looking for ways to reduce contact centers costs. Which two metrics should the Consultant recommend? Choose 2 answers

- A. Average Handle Time
- B. Service-Level Agreements
- C. First Call Resolution
- D. Time to Answer

Answer: AC

NEW QUESTION 58

- (Exam Topic 4)

During the planning stage of a project, what customer information should be requested to ensure requirements are successfully gathered? Choose 3 answers

- A. List of required objects and fields
- B. Organizational chart with titles
- C. Company financial information
- D. List of stakeholders with roles and titles
- E. Key reports from the current system

Answer: ABE

NEW QUESTION 63

- (Exam Topic 3)

Which of the following descriptions best describe Knowledge?

- A. A tool for extending pricing proposals to customers
- B. A content management tool for users who seek information
- C. A library that allows access to documents
- D. A collaboration tool
- E. A data enrichment tool that maintains updated data

Answer: B

NEW QUESTION 65

- (Exam Topic 3)

A strong pipeline requires greater visibility. Which of the following example describes a need for greater visibility?

- A. Leads are qualified but not routed to the right people
- B. Campaigns are launched without communicating the follow-up plan
- C. Leads are tracked in separate systems, not accessible by all
- D. As business matures, it becomes difficult to identify right prospects

Answer: C

NEW QUESTION 67

- (Exam Topic 4)

Universal Containers purchased Knowledge and would like to implement it as soon as possible. What approach should a consultant recommend?

- A. Create a Knowledge Visualforce component on the case detail page
- B. Create a Knowledge Visualforce component within the Salesforce Console for Service
- C. Activate Knowledge One on the case detail page
- D. Activate Knowledge One within the Salesforce Console for Service

Answer: D

NEW QUESTION 69

- (Exam Topic 4)

Universal Containers is in the design phase of a complex Sales Cloud implementation. There are teams working on data migration, integration, application, and technical design. What step should a consultant take to ensure that the design accounts for all aspects of the requirements?

- A. Conduct integration performance reviews.
- B. Conduct executive committee review.
- C. Conduct end-to-end solution reviews.
- D. Conduct data migration reviews.

Answer: C

NEW QUESTION 73

- (Exam Topic 4)

What solution would you recommend to track the quantity and quality of leads that are passed from marketing to sales within UP? Choose two answers

- A. Create a custom report to calculate percentage of dead leads
- B. Create a custom report to calculate lead conversion ratio
- C. Create a custom report to calculate leads created per calendar year
- D. Use a standard report to calculate the number of leads by lead source

Answer: AB

NEW QUESTION 77

- (Exam Topic 4)

Universal containers would like to capture business sector information on a lead and display the information on the account and contact once the lead has been converted. How can these requirements be met?

- A. Create a custom field on the Lead and Account object
- B. Create a custom formula field on the contact object to pull the value from the Account object.
- C. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversio
- D. Create a custom formula field on the Contact object to pull the value from the contact object.
- E. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversio
- F. Create a custom formula field on the Account object to pull the value from the contract object
- G. Create a custom field on Lead, Account and Contact objects and configure mapping of these two fields for conversio
- H. Use a trigger to update the contact field with the Account value.

Answer: B

NEW QUESTION 79

- (Exam Topic 4)

What is a capability of Data.com Clean? Choose 3 answers

- A. Data.com Clean can be used with Salesforce.com person accounts and business accounts.
- B. Accounts must be cleaned before cleaning contacts, but leads may be cleaned either before or after cleaning LI accounts.
- C. Individual records can be manually compared side-by-side with matched Data.com records and updated field-by-field.
- D. Accounts, contact, and lead records can be selected from a list and cleaned all at once.
- E. Data.com can be configured to run automated Clean jobs to flag field differences and automatically fill blank fields.

Answer: CDE

NEW QUESTION 84

- (Exam Topic 4)

Cloud Kicks Sales Team Folder needs to be shared with the following:

- * The CEO role, so that view access is granted
 - * The CEO's assistant, so that view, share, save, rename, and delete are granted
 - * The Sales Manager for each region, so that view and save are granted
- How should the Consultant configure sharing?

- A. Enable Manage access to the CEO role and subordinates and manage to the assistant profile
- B. Set the CEO role to View, the CEO's assistant user to Manage, and the Sales Manager role to Edit.
- C. Enable Manage Reports in Public folders for CEO role and its subordinates.
- D. Set the CEO role to View All, the CEO's assistant user to Modify All, and the Sales Manager public group to Create.

Answer: B

NEW QUESTION 88

- (Exam Topic 3)

Competitor is beating us out of deals. Where to track competitor product info?

- A. Product
- B. Opportunity
- C. Opportunity product
- D. Asset

Answer: A

NEW QUESTION 93

- (Exam Topic 3)

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: ABCE

NEW QUESTION 97

- (Exam Topic 3)

Arrange the steps to set a pass code, in the correct order (using Salesforce Classic).

- A. Enter your pass code again for confirmation
- B. Enter your pass code when prompted to create a pass code
- C. Ensure that the Salesforce Classic application is installed and all your Sales force records are downloaded to your device

Answer: ABC

NEW QUESTION 100

- (Exam Topic 3)

What types of records can be added to Salesforce from Data.com? (Select all that apply)

- A. Opportunities
- B. Contacts
- C. Leads
- D. Accounts
- E. Campaigns

Answer: BCD

NEW QUESTION 103

- (Exam Topic 3)

Sales methodology means an industry-recognized standard sales process.

- A. True
- B. False

Answer: B

NEW QUESTION 104

- (Exam Topic 3)

When the billing address on an account is changed, the mailing address of all related contact records should be updated to reflect the new address. How can this requirement be met?

- A. Create a workflow rule on accounts.
- B. Create a workflow rule on contacts.
- C. Create a Force.com trigger on accounts.
- D. Create a Force.com trigger on contacts.

Answer: C

NEW QUESTION 106

- (Exam Topic 3)

Who has permission to edit a Chatter profile?

- A. An Administrator
- B. An individual user
- C. A user's manager
- D. Profiles are not editable

Answer: B

NEW QUESTION 111

- (Exam Topic 3)

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

- A. Select Save from the menu
- B. Open the records in the list view or highlight the object tab
- C. Open the menu and select New
- D. Enter the record details in the specified fields

Answer: ABCD

NEW QUESTION 116

- (Exam Topic 3)

Most common integrations in a marketing organization take place when...

- A. Lead Generation
- B. Lead Qualification
- C. Revenue Management (forecasting)
- D. Campaign Management

Answer: A

NEW QUESTION 118

- (Exam Topic 3)

What are the factors that influence sales metrics drive KPI's and form key business challenges?

- A. Weak pipeline
- B. Low productivity (sales rep)
- C. Poor predictability (forecast)
- D. Ineffective selling

Answer: A

NEW QUESTION 120

- (Exam Topic 3)

Which of the following is a typical challenge for a sales organization? (Select all that apply)

- A. Optimizing lead management
- B. Driving more business
- C. Improving sales rep productivity
- D. Complete visibility
- E. Poor customer satisfaction

Answer: ACD

NEW QUESTION 121

- (Exam Topic 3)

Which system would a contact center integrate with in order to provide field service agents with information needed to provide service at customer sites?

- A. Telephony
- B. Order Fulfillment
- C. Enterprise Resource Planning (ERP)
- D. Marketing

Answer: C

NEW QUESTION 122

- (Exam Topic 3)

ACampaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report helps to know who to target for future campaigns?

- A. VP Marketing
- B. BI/Analytics
- C. Marketing Executive
- D. Campaign Manager

Answer: D

NEW QUESTION 125

- (Exam Topic 3)

Which pair of reports is best associated with the business driver "Manage the Funnel"?

- A. "# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"
- B. "Stage Duration Age" and "Forecast by Sales Rep"
- C. "Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"

Answer: B

NEW QUESTION 128

- (Exam Topic 3)

Data.com: What does the Reviewed Status indicate?

- A. The record has minimal activity on Data.com
- B. The record should be deleted from Salesforce
- C. The record has been manually cleaned against Data.com
- D. The record might have a bad phone number

Answer: C

NEW QUESTION 133

- (Exam Topic 3)

ACampaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report justifies the spend on programs?

- A. VP Marketing
- B. BI/Analytics

- C. Marketing Executive
- D. Campaign Manager

Answer: A

NEW QUESTION 135

- (Exam Topic 3)

Which of the following are the main challenges that affect Sales Rep productivity? (Select all that apply)

- A. Lack of motivation
- B. Tedious data entry process
- C. Difficulty in finding information
- D. Not enough leads from marketing
- E. Difficulty in keeping client data current
- F. Having to create reports manually

Answer: BCEF

NEW QUESTION 139

- (Exam Topic 3)

Which option best identifies with the Chatter Home Page?

- A. Everyone can see what you post her
- B. Displays posts from everyone you're following.
- C. Everyone can see what you post her
- D. Only displays posts directed to you.
- E. Only users with access rights can view or post here.

Answer: A

NEW QUESTION 144

- (Exam Topic 3)

Which task should be included in a business continuity plan for a contact center? (There are three correct answers.)

- A. Route cases to agents in an alternate center.
- B. Disable the Interactive Voice Response (IVR) system.
- C. Deliver training on case handling for contingent staff.
- D. Update the case status field values.
- E. Monitor service level agreements (SLAs) and notify customers.

Answer: ACE

NEW QUESTION 148

- (Exam Topic 3)

What should you keep in mind when designing a solution to improve Sales Rep productivity? (Select all that apply)

- A. Links may be confusing; use them sparingly
- B. Including App Exchange mash-ups may slow down Sales Reps
- C. Information should be entered only once
- D. Finding information should only be a few clicks away

Answer: CD

NEW QUESTION 153

- (Exam Topic 3)

Universal Containers was bought by a larger company and needs to provide information on a monthly basis to the new parent company to help predict sales. Which data should the new parent company review?

- A. Dashboard of user login history
- B. Count of new lead records created
- C. Number of activities tied to opportunities
- D. Opportunity pipeline report grouped by month

Answer: D

NEW QUESTION 156

- (Exam Topic 3)

A strong pipeline requires sales and marketing alignment. Which of the following example describes a need for sales and marketing alignment?

- A. Leads are qualified but not routed to the right people
- B. Campaigns are launched without communicating the follow-up plan
- C. Leads are tracked in separate systems, not accessible by all
- D. As business matures, it becomes difficult to identify right prospects

Answer: B

NEW QUESTION 159

- (Exam Topic 3)

Which role is interested in the report "Sales Activity by Client Last Week" ? (Select all that apply)

- A. VP of Sales
- B. Sales Operations
- C. Sales Manager
- D. Sales Rep

Answer: CD

NEW QUESTION 161

- (Exam Topic 3)

What are the factors that influence marketing metrics and drive key marketing business challenges?

- A. Insufficient lead generation
- B. Poor alignment with sales
- C. Measuring marketing ROI

Answer: A

NEW QUESTION 164

- (Exam Topic 3)

How do you ensure that products can't be removed from an opportunity after it reaches a certain stage? Choose 2 answers:

- A. Validation rule on opportunity product
- B. Enable audit trail
- C. Update record type & page layout to remove ability to add product
- D. Validation rule to ensure rollup summary field on opportunity doesn't change

Answer: AD

NEW QUESTION 169

- (Exam Topic 3)

Territory mgt is enabled. Users should be able to track account plans for each account they have access to

- A. Create lookup relationship account -> account plan
- B. Create master detail relationship account -> account plan
- C. Review territory manangement settings
- D. Validation rule

Answer: B

NEW QUESTION 172

- (Exam Topic 3)

What are the main challenges that marketing faces when trying to align with sales? (Select all that apply)

- A. Inefficient handoff from marketing to sales
- B. Lack of feedback from marketing to sales
- C. Slowing down of lead velocity
- D. Sales cannot keep up with leads from marketing

Answer: AC

NEW QUESTION 176

- (Exam Topic 3)

Which option best identifies with the Chatter Record Page?

- A. Everyone can see what you post her
- B. Displays posts from everyone you're following.
- C. Everyone can see what you post her
- D. Only displays posts directed to you.
- E. Only users with access rights can view or post here.

Answer: C

NEW QUESTION 179

- (Exam Topic 3)

Insurance policies on accounts. 2 sales teams should not see each other's policies. 2 custom objects, each w/relationship to account object. Both objects private. What are the design considerations here?

- A. Sales user needs to apply manual sharing rules
- B. Custom report type needs to be created to view all policies in a single report

Answer: B

NEW QUESTION 182

- (Exam Topic 3)

Which metric influences customer satisfaction? Choose 2 answers:

- A. First call resolution
- B. Cost per call
- C. After call work
- D. Call quality

Answer: AD

NEW QUESTION 185

- (Exam Topic 3)

Universal Containers 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. Custom indexes
- B. Tiered data strategy
- C. Record types
- D. Division
- E. Custom search

Answer: ABD

NEW QUESTION 187

- (Exam Topic 3)

An outsourced contact center is losing part-time agents to a nearby contact center that promotes flexible scheduling. Which support channel requires the smallest amount of agent work time?

- A. Web to case
- B. Email to case
- C. Web self service
- D. Chat

Answer: C

NEW QUESTION 188

- (Exam Topic 3)

Sales should evaluate lead quality and provide feedback to marketing.

- A. True
- B. False

Answer: A

NEW QUESTION 189

- (Exam Topic 3)

How can a sales organization address the "lag time" challenge?

- A. By offering higher incentives to sales reps
- B. By improving alignment with the marketing organization
- C. By optimizing lead assignment and scoring
- D. By avoiding the use of leads

Answer: C

NEW QUESTION 191

- (Exam Topic 3)

Territory Mgt (why use it?) – choose 3 answers:

- A. Sales commissions
- B. Currency reconciliation
- C. Data access rules for accounts & opportunities
- D. Assigning accounts to territories
- E. Alignment of overlay sales teams

Answer: CDE

NEW QUESTION 193

- (Exam Topic 3)

Which method can be used to improve agent retention? Choose 2 answers:

- A. Mix telephony interactions with email and chat
- B. Extend benefits to part-time agents
- C. Provide additional training on tools and process
- D. Allow shift trading between agents

Answer: BD

NEW QUESTION 196

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Workflow/Approvals" ?

- A. Ensures that we are tracking our progress towards the desired states.
- B. Enforces the business process.
- C. Identifies key stakeholders from the buy side.
- D. Makes sure we recognize those involved in the sales process.
- E. Allows to better automate the sales methodology.
- F. Determines the sales stages of an organization

Answer: E

NEW QUESTION 200

- (Exam Topic 3)

Universal containers has 1 price book with US dollars & Canadian dollars currency amounts for all products. Salesperson, when adding products to opportunity, only see CAD. What's wrong?

- A. Sales reps selected wrong price book
- B. Advanced currency management not enabled for CAD
- C. Multi-currency disabled for org
- D. Opportunity currency setup as CAD (not sure about this)

Answer: D

NEW QUESTION 201

- (Exam Topic 3)

ACampaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report reflects how customer community interacts and how it affects sales?

- A. VP Marketing
- B. BI/Analytics
- C. Marketing Executive
- D. Campaign Manager

Answer: C

NEW QUESTION 202

- (Exam Topic 2)

Which of the following can be synced with Salesforce for Outlook? (Select all that apply)

- A. Contacts
- B. Tasks
- C. Accounts
- D. Events
- E. Emails

Answer: ABD

NEW QUESTION 203

- (Exam Topic 2)

Which of the following statements are true about an end user's forecast? (Select all that apply)

- A. Is updated in the system every evening at 5 pm
- B. This aggregate can be dollars of revenue
- C. This aggregate can be units of products
- D. This aggregate can be both dollars or revenue and units of products
- E. Rolls up according to the forecast hierarchy

Answer: BCDE

NEW QUESTION 207

- (Exam Topic 2)

What are the key data management challenges? (Select all that apply)

- A. The system must enable easy and correct entry of data
- B. Users must be able to find and trust data in the system
- C. Data must not be available to certain roles
- D. The system must keep the data clean for future use
- E. Users must not use the same data too often to avoid contamination

Answer: ABD

NEW QUESTION 209

- (Exam Topic 2)

Sales Rep Phil Smith has an opportunity for \$50,000 in the Commit stage. Which aggregates on Phil's forecast will include this amount? (Select all that apply)

- A. Pipeline
- B. Best Case
- C. Commit
- D. Closed

Answer: ABC

NEW QUESTION 214

- (Exam Topic 2)

Used Books R Us sells books at its local store, online via its website, online via Amazon, and through a larger, well-known book company called We Sell Books. Which Sales strategy does this company user?

- A. Direct sales
- B. Sales channel
- C. A hybrid of direct sales and sales channel

Answer: C

NEW QUESTION 217

- (Exam Topic 2)

Match the following loading option to the description of when to use it. "ETL Tool"

- A. Brian wants to consolidate all his accounts from several systems.
- B. Bill wants to load 20,000 lead records.
- C. Becky wants to load all her 65,000 contact records.
- D. Bob wants to load a single account record.
- E. Berta wants to keep a separate system as her "system of record"

Answer: A

NEW QUESTION 222

- (Exam Topic 2)

Which describes a usability and/or adoption challenge? (Select all that apply)

- A. Julie is concerned that other reps will steal her leads
- B. Mario is not sure that Salesforce can do everything he needs it to do
- C. Mary can't figure out how to update her contact list
- D. Kevin wants meetings with his manager to be more strategic and less task oriented
- E. Bob questions the quality of data in Salesforce
- F. Iris is worried that once her admin makes a change, her accounts will be

Answer: BCEF

NEW QUESTION 224

- (Exam Topic 2)

How can end users work with Salesforce for Outlook? (Select all that apply)

- A. Define Outlook configurations
- B. Assign configurations too their users with their profile
- C. Install Salesforce for Outlook
- D. Select Outlook sync folders

Answer: CD

NEW QUESTION 226

- (Exam Topic 2)

You are setting up security for your client, UCI. UCI has a collaborative sales model and want to make sure all team members work together to meet the customer needs. They are likely to require an open sharing model that will allow them to cross- and up-sell opportunities.

- A. True
- B. False

Answer: A

NEW QUESTION 231

- (Exam Topic 2)

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

- A. Brian wants to consolidate all his accounts from several systems.
- B. Bill wants to load 20,000 lead records.
- C. Becky wants to load all her 65,000 contact records.
- D. Bob wants to load a single account record.
- E. Berta wants to keep a separate system as her "system of record"

Answer: C

NEW QUESTION 232

- (Exam Topic 2)

Forecast Category "Closed" can be summarized as:

- A. Closed
- B. Closed + Commit
- C. Closed + Commit + Best Case
- D. Commit + Best Case + Pipeline

Answer: A

NEW QUESTION 234

- (Exam Topic 2)

Your sole focus, when working with a client on data management, should be on initial data migration.

- A. True
- B. False

Answer: B

NEW QUESTION 236

- (Exam Topic 2)

Standard fiscal years must start on January 1st.

- A. True
- B. False

Answer: B

NEW QUESTION 240

- (Exam Topic 2)

AW Computing wants to run advertisement campaigns and then run reports to measure which advertisement type (online, magazine, or newspaper) generates the most revenue. Where would you create an "Advertisement Type" pick list to track this information?

- A. Campaigns object
- B. Contacts object
- C. Campaign Members object
- D. Leads object

Answer: A

NEW QUESTION 243

- (Exam Topic 2)

Who is most interested in ease of use, value, and time-saving solutions?

- A. Sales Reps
- B. Sales/Marketing Managers
- C. Sales/Marketing VP
- D. IT

Answer: A

NEW QUESTION 248

- (Exam Topic 2)

Which of the following describes the Stage field?

- A. Identifies where a deal is in relation to actually being closed.
- B. Determines the row in your Forecast where the amount will be aggregated.
- C. The numeric prediction that the revenue from an opportunity will be realized

Answer: A

NEW QUESTION 252

- (Exam Topic 2)

Who is most interested in the alignment of sales and marketing?

- A. Sales Reps
- B. Sales/Marketing Managers
- C. Sales/Marketing VP
- D. IT

Answer: C

NEW QUESTION 257

- (Exam Topic 2)

Which of the following stage should be matched with the Forecast Category "Best Case"?

- A. Early pipeline stages
- B. Mid pipeline
- C. Late pipeline stages
- D. Closed and Won
- E. Closed and Lost

Answer: B

NEW QUESTION 260

- (Exam Topic 2)

Why are profiles important when managing security of records? (Select all that apply)

- A. Profiles allow users Read permission onl
- B. To allow Create, Edit, or Delete permissions, an admin must change the default setting.
- C. When custom applications are installed or created, you can manage access at the profile leve
- D. Profiles define a user's permission to perform different functions within Salesforce.
- E. Profiles manage data visibility based on where users are placed

Answer: BC

NEW QUESTION 261

- (Exam Topic 2)

A sales rep can create a quote from:

- A. An Account and its Opportunities
- B. An Opportunity and its Products
- C. A Product and its Price Book
- D. AContact and its Assets

Answer: B

NEW QUESTION 264

- (Exam Topic 2)

Which of the following stage should be matched with the Forecast Category "Omit"?

- A. Early pipeline stages
- B. Mid pipeline
- C. Late pipeline stages
- D. Closed and Won
- E. Closed and Lost

Answer: E

NEW QUESTION 269

- (Exam Topic 1)

Which method can be used to route cases from social channels?

- A. use Twitter-to-case and add workflow rules to the case object.
- B. Enable Social Customer Service and add assignment rules to the case object.
- C. Enable Social Network Profile and add workflow rules to the contact object.
- D. Enable Social Network Profile and add assignment rules to the case object.

Answer: B

NEW QUESTION 274

- (Exam Topic 1)

The Support Manager at Universal Containers is getting inaccurate agent performance reports. After researching the data, the Salesforce Administrator has identified hundreds of cases that are closed, but still owned by a queue.

Which two solutions should a Consultant recommend to correct this problem? Choose 2 answers

- A. Create a case assignment rule to ensure cases are owned by a user when closed.
- B. Use a data tool to update the owner field on closed cases.
- C. Create a Process Builder and Flow to change the owner on closed cases.
- D. Create a case validation rule to ensure cases are owned by a user when closed.

Answer: AB

NEW QUESTION 276

- (Exam Topic 2)

Who can benefit from the Quotes feature? (Select all that apply)

- A. A customer who wants to get a quote from Salesforce
- B. A sales rep who wants to create and email a PDF quote from Salesforce

C. An Administrator who wants to manage quoting in Salesforce

Answer: ABC

NEW QUESTION 279

- (Exam Topic 2)

Who is most interested in seamless migration?

- A. Sales Reps
- B. Sales/Marketing Managers
- C. Sales/Marketing VP
- D. IT

Answer: D

NEW QUESTION 280

- (Exam Topic 2)

Which of the following stage should be matched with the Forecast Category "Closed"?

- A. Early pipeline stages
- B. Mid pipeline
- C. Late pipeline stages
- D. Closed and Won
- E. Closed and Lost

Answer: D

NEW QUESTION 284

- (Exam Topic 2)

The Forecast Category on the Opportunity record maps directly, on a one-to-one basis, to the aggregates on the Forecast tab.

- A. True
- B. False

Answer: B

NEW QUESTION 289

- (Exam Topic 2)

How can end users sync their data from Outlook (using Salesforce for Outlook)? (Select all that apply)

- A. Using the sync system try icon and clicking sync now
- B. Allowing sync to run regularly in the background
- C. Setting up sync schedule in Salesforce
- D. Setting up sync schedule in Outlook

Answer: AB

NEW QUESTION 290

- (Exam Topic 2)

Match this tip with its design consideration. "Use the client's language"

- A. Tab and field naming
- B. Reduced clicks
- C. Search
- D. Record types and page layouts
- E. Workflow rules and approvals
- F. Minimized redundant data entry

Answer: A

NEW QUESTION 294

- (Exam Topic 2)

Why is it important to forecast sales?

- A. Forecasting helps a company know what's in the pipeline
- B. Forecasting allows a company to manage revenue
- C. Forecasting tells managers the percent of deals closed
- D. Forecasting moves opportunities through stages

Answer: B

NEW QUESTION 297

- (Exam Topic 2)

Where do you select the "Marketing User" checkbox to enable a user to create, edit, delete, and clone campaigns; manage campaign members; and edit advanced campaign setup?

- A. Org-wide defaults
- B. User record
- C. Profile
- D. Sharing Rules

Answer: B

NEW QUESTION 300

- (Exam Topic 2)

Forecasting is an exact science and is the total of all the opportunities you are working on.

- A. True
- B. False

Answer: B

NEW QUESTION 304

- (Exam Topic 2)

Which of the following statements are true about managers and forecasts? (Select all that apply)

- A. A manager must have their own opportunities
- B. A manager submits their own estimate of the forecast
- C. A manager can adjust a forecast to a higher number
- D. A manager can adjust a forecast to a lower number
- E. A manager can see the forecasts of every person below them in the role hierarchy
- F. A manager can override the forecast of every person below them

Answer: BCDE

NEW QUESTION 308

- (Exam Topic 2)

You can track Assets through Accounts, Contacts, Products, or Cases.

- A. True
- B. False

Answer: A

NEW QUESTION 312

- (Exam Topic 2)

You can apply a discount to the entire quote; there is no need to apply discounts to individual line items in the quote.

- A. True
- B. False

Answer: B

NEW QUESTION 314

- (Exam Topic 2)

Role hierarchy should normally mimic the org structure.

- A. True
- B. False

Answer: B

NEW QUESTION 319

- (Exam Topic 2)

Which of the following stage should be matched with the Forecast Category "Pipeline"?

- A. Early pipeline stages
- B. Mid pipeline
- C. Late pipeline stages
- D. Closed and Won
- E. Closed and Lost

Answer: A

NEW QUESTION 321

- (Exam Topic 2)

What does Salesforce usability mean?

- A. How many users log on to Salesforce on a daily basis
- B. What is the ratio of Salesforce users to the amount of sales
- C. How satisfied Salesforce users are with the application

D. How easily can customers achieve their goals using Salesforce

Answer: D

NEW QUESTION 323

- (Exam Topic 2)

Which of the following steps accurately describe the process map in sales and marketing organizations?

- A. Lead generation, lead qualification, revenue management (forecasting)
- B. Lead generation, revenue management (forecasting), lead qualification
- C. Lead generation, lead qualification, opportunity conversion
- D. Lead generation and qualification, opportunity conversion, revenue management (fore casting)

Answer: A

NEW QUESTION 327

- (Exam Topic 2)

Which of these steps should take place before setting a List Price for a Product? (Select all that apply)

- A. Update all items in the Standard Price Book
- B. Update all items in the Custom Price Book
- C. Create the Product
- D. Define the Product's Standard Price
- E. Specify a Quantity or Revenue Schedule

Answer: CD

NEW QUESTION 332

- (Exam Topic 2)

Which of the following describes the Forecast Category field?

- A. Identifies where a deal is in relation to actually being closed.
- B. Determines the row in your Forecast where the amount will be aggregated.
- C. The numeric prediction that the revenue from an opportunity will be realized.

Answer: B

NEW QUESTION 334

- (Exam Topic 1)

Universal Containers wants to provide its five million customers a solution where customers can submit inquiries, monitor the status of those inquiries, and view their contact information.

Which type of Community license should be used to meet these requirements?

- A. Company Community
- B. Employee Community
- C. Customer Community
- D. Partner Community

Answer: C

NEW QUESTION 338

- (Exam Topic 1)

Universal Containers wants to implement a new web presence to support its customers. It has provided the following requirements:

- Ability for visitors to search Knowledge articles without registering or logging in
 - Ability for over one million registered customers to securely submit cases and view the status of those cases
 - Ability to display white papers to registered customers
 - Ability for registered customers to save favorite Knowledge articles for easy access later
- What should the consultant recommend as part of the solution?

- A. Implement Partner Communities with Knowledge.
- B. Implement Customer Communities with Content.
- C. Implement Employee Communities with Content.
- D. Implement Customer Communities with Knowledge.

Answer: D

NEW QUESTION 342

- (Exam Topic 1)

What are three considerations when adding a report chart to a Console Component? Choose 3 answers

- A. The report chart is added to the Page Layout.
- B. The report is shared with a Chatter Group.
- C. The report is a Summary or Matrix report.
- D. The report contains a chart.
- E. The report has a standard Report Type.

Answer: CD

NEW QUESTION 346

- (Exam Topic 1)

Universal Containers wants to maintain Service Level Agreements on its customer cases. Customers are provided different service levels based on their Services agreement. The VP of Customer Service wants to use Service Cloud to track and ensure senior management is alerted when cases have NOT completed certain stages.

Which Service Cloud feature should the Consultant recommend to address this requirement?

- A. Salesforce Console
- B. Entitlements and Milestones
- C. Case Escalation
- D. Case Assignment

Answer: B

NEW QUESTION 350

- (Exam Topic 1)

The Universal Containers' customer support organization has implemented Knowledge Centered Support (KCS) in its call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should.

Which two should the company do to address this situation? Choose 2 answers

- A. Measure and reward agents based on the number of new articles submitted for approval.
- B. Measure and reward agents based on the number of new articles approved for publication.
- C. Create a dashboard that includes articles submitted by agents and approved for publication.
- D. Require agents to check a box on the case when submitting a new suggested article.

Answer: AC

NEW QUESTION 355

- (Exam Topic 1)

Universal Containers' support team requires its customers to submit their support inquiries via free form email (Outlook, Gmail, Yahoo, etc). Additional requirements are listed below:

- Support attachments up to 30 MB per inquiry
- Over 10,000 inquiries per day

What solution should a consultant recommend to meet these requirements?

- A. Email-to-Case
- B. Customer Chatter groups
- C. Web-to-Case
- D. On-Demand Email-to-Case

Answer: A

NEW QUESTION 360

- (Exam Topic 1)

What are two design considerations for a Live Agent implementation? Choose 2 answers

- A. Chat Visitor Browser
- B. Chat Window Title
- C. Chat Character Limit
- D. Idle Connection Timeout

Answer: AD

NEW QUESTION 365

- (Exam Topic 1)

Universal Containers wants articles to be suggested to agents based on information they are typing into the case.

Which solution should a consultant recommend?

- A. Implement a Salesforce Console for Service and enable the Knowledge sidebar on the case page layout.
- B. Enable the Knowledge sidebar related list on the case page layout.
- C. Enable the Knowledge sidebar setting in the case support settings.
- D. Create a Visualforce page called Knowledge sidebar on the case page layout.

Answer: A

NEW QUESTION 366

- (Exam Topic 1)

Which feature should a Consultant configure to allow global Service Reps to call customers from within the Lightning Service Console?

- A. Open CTI
- B. Macros
- C. Local Presence
- D. Lightning Dialer

Answer: D

NEW QUESTION 369

- (Exam Topic 1)

Universal Containers wants to be able to assign Cases based on the same criteria they use for Live Agent chats. Which feature should a Consultant recommend?

- A. Omni-channel Skills-based routing
- B. Live Agent Queue-based routing
- C. Omni-channel Queue-based routing
- D. Case Skills-based Assignment Rules

Answer: B

NEW QUESTION 372

- (Exam Topic 1)

A company receives support requests through a variety of email addresses and web forms for different parts of the business. Which feature combination will ensure that cases are efficiently handled by the most appropriate representatives?

- A. Case Assignment Rules, Queues, Chatter Groups, Live Agent
- B. Case Assignment Rules, Queues, Public Groups, Omni-Channel
- C. Escalation Rules, Queues, Chatter Groups, Omni-Channel
- D. Escalation Rules, Queues, Public Groups, Live Agent

Answer: B

NEW QUESTION 375

- (Exam Topic 1)

Universal Containers wants to provide its resellers a secure portal where they can manage their customer accounts, submit and track the status of their cases, and view reports and dashboards.

Which solution should a consultant recommend?

- A. Employee Community
- B. Partner Community
- C. Reseller Community
- D. Customer Community

Answer: B

NEW QUESTION 379

- (Exam Topic 1)

Universal Containers recently deployed a Salesforce Knowledge implementation, but is looking to evaluate the quality of the articles being produced. What should the Consultant recommend to gather information on Knowledge article usefulness?

- A. Contact Salesforce to send a report on article efficacy.
- B. Send out a monthly survey to customers requesting feedback.
- C. Install Knowledge Base Dashboards and Reports AppExchange package.
- D. Create a group of super users that will evaluate and manage articles.

Answer: C

NEW QUESTION 382

- (Exam Topic 1)

A company has created a new onboarding process. An Agent must create ten open activities that align to a step of this onboarding experience. Creating these activities can take up to 20 minutes each to complete.

What should the Agent recommend to minimize costs?

- A. Assign a single agent to create the activities on all new onboarding cases.
- B. Provide a macro that will automatically create the activities when executed.
- C. Add an object-specific custom quick action to create new activities.
- D. Hire a certified developer to write an apex trigger that creates each new activity.

Answer: B

NEW QUESTION 385

- (Exam Topic 1)

Universal Containers provides Customer Support for two separate business operations. The cases managed for each operation have different steps and fields. Which three features could be implemented to support this? Choose 3 answers

- A. Omni-Channel
- B. Page Layouts
- C. Record Types
- D. Support Processes
- E. Article Types

Answer: ACD

NEW QUESTION 390

- (Exam Topic 1)

Universal Containers is launching a full line of new products and Service Cloud should support the following requirements:

- Agents need to collaborate with other teams.

- The product development team needs to be alerted on high-priority cases for specific products. Which solution will meet these requirements?

- A. Use Process Builder for notifications and case teams to monitor cases.
- B. Use Process Builder for notifications and account teams to monitor cases.
- C. Use escalation rules for notifications and account teams to monitor cases.
- D. Use escalation rules for notifications and case teams to monitor cases.

Answer: A

NEW QUESTION 395

- (Exam Topic 1)

A consulting firm has been retained to implement a new Service Cloud platform for a company. This company requires quick iterations and a speedy project completion. The company has requested frequent project updates for check-ins and refinement. Which methodology should the Consultant recommend to meet the given requirements?

- A. Kanban
- B. Lightning Platform
- C. Agile
- D. Waterfall

Answer: C

NEW QUESTION 396

- (Exam Topic 1)

A contact center manager wants to measure improvements to operations after the implementation of a new workforce management system. Which two metrics can be used to assess the success of the new workforce management system? Choose 2 answers

- A. Number of calls offered
- B. Agent utilization
- C. Quality monitoring score
- D. Schedule adherence

Answer: BD

NEW QUESTION 400

- (Exam Topic 1)

A manager would like information on the knowledge base searches conducted by customers and call center agents. Which two metrics are useful for identifying knowledge article effectiveness? Choose 2 answers

- A. Knowledge search query with no results.
- B. Knowledge articles with the lowest rating.
- C. Number of knowledge articles in each data category.
- D. Knowledge articles created by call center agents.

Answer: AB

NEW QUESTION 405

- (Exam Topic 1)

Which Lightning Service Console feature should be used to enable Service Reps to send emails with attachments to customers based on the Case details?

- A. Process Builder
- B. Lightning Knowledge
- C. Macros
- D. Visual Workflow

Answer: A

NEW QUESTION 410

- (Exam Topic 1)

Universal Containers is trying to reduce the amount of time support agents spend creating cases. The new method for case creation must allow for 4000-5000 new cases a day, as well as the attachment of documents under 25 MB by the customer. Which method should the Consultant suggest?

- A. Omni-Channel routing
- B. Standard Email-to-Case
- C. Web-to-Case forms
- D. On-Demand Email-to-Case

Answer: B

NEW QUESTION 412

- (Exam Topic 1)

Milestones can be added to which three Object types? Choose 3 answers

- A. Entitlement
- B. Work Order

- C. Service
- D. Case
- E. Account

Answer: ABD

NEW QUESTION 415

- (Exam Topic 4)

The VP Of Sales at Cloud Kicks wants to give the sales team the power of the Salesforce Mobile app so that sales reps can do their tasks on the go. The sales team needs to create and edit Leads, Contacts, and Opportunities with ease. Which two features should the Consultant recommend for the sales team to use? Choose 2 answers

- A. Lightning Mobile Component
- B. Mobile Smart Actions
- C. Quick Actions
- D. Einstein Activity Capture

Answer: BC

NEW QUESTION 416

- (Exam Topic 4)

How would you design a solution to measure the success of the Sales Cloud at UP?

- A. Create an analytic snapshot for standard reports
- B. Customize the Measure Success standard report
- C. Create dashboards based on standard reports
- D. Download and customize a user adoption dashboard from the AppExchange

Answer: D

NEW QUESTION 419

- (Exam Topic 4)

Universal Containers needs to customize Salesforce to improve its Support Agents experience so they can work more efficiently. Which feature requires Service Console?

- A. Utility Bar
- B. Access to Knowledge Articles
- C. Open multiple case records as tabs and sub tabs
- D. Unique page layouts for each Case Record type

Answer: C

NEW QUESTION 421

- (Exam Topic 4)

Cloud Kicks has enabled territory forecasts to see how expected revenue compares between sales territories, and to know which territory has the most closed deals in a month. The territory hierarchy has three branches with child territories, with forecast managers assigned to a few of them. Which two actions can forecast managers perform? Choose 2 answers

- A. They can share their forecast with any external user.
- B. They can share their forecast with any Salesforce user.
- C. They can see all of their territory forecast in a single-page summary view.
- D. They can share their summary view with any Salesforce user.

Answer: BC

NEW QUESTION 426

- (Exam Topic 4)

Cloud Kicks to see how many closed won opportunities a campaign has generated over last 30 days. They have implemented a campaign influence model that uses the primary campaign source. Which two steps are needed to meet this requirement using standard functionality? Choose 2 answers

- A. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date.
- B. Have the administrator define rules for campaigns to automatically add opportunities and then lock after 30 days.
- C. Have the administrator specify a timeframe that limits the time a campaign can influence an opportunity after the campaign first associated date and before the opportunity created date.
- D. Add child campaigns of the primary campaign source automatically if the child campaigns have an end date that falls before the opportunity close date.
- E. Have representatives populate a field on the opportunity record with the dollar amount of expected revenue from the campaigns that influenced the opportunity.

Answer: AC

NEW QUESTION 428

- (Exam Topic 4)

Universal containers recently completed the implementation of a new sales cloud solution. The stakeholder committee believes that the user adoption is best measured by the number of daily logins. What other measures of sales uses adoption should be considered? Choose 2 answers

- A. Number of neglected opportunities over time by role
- B. Number of reports exported to excel for analysis
- C. Overall effectiveness of mass email campaigns

D. Completeness of records entered into the new system

Answer: AD

NEW QUESTION 429

- (Exam Topic 4)

Universal containers 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 had already been lost and, therefore, is excluded from the pipeline forecast summary
- B. The \$15,000 is business that is in the Best case category, which 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: C

NEW QUESTION 432

- (Exam Topic 4)

UC collaborates with consulting partners on some of its opportunities. If a partner account is added to the partners related list on a customer opportunity, what is the impact?

- A. The partner account is added to the partners related list on the customer account
- B. Contacts from the partner account are added to the contact roles related list on the opportunity
- C. Contacts from the partner account are added to the opportunity team
- D. The partner account owner is able to view all contacts for that customer account

Answer: A

NEW QUESTION 437

- (Exam Topic 4)

A system administrator has been asked to create a report for the executive leadership team to share the status of the call center. Which two chart types should be used to graphically display how long a case has been open? Choose 2 answers

- A. Line chart
- B. Bar chart
- C. Gauge Chart
- D. Donut chart
- E. Funnel chart

Answer: B

NEW QUESTION 440

- (Exam Topic 4)

Universal Containers sells two product lines that each use a distinct selling methodology. Additionally, each product line captures different information that is used to sell the products. What should a consultant recommend to support selling the two product lines?

- A. Create two page layouts and two sales processes; assign them to the respective product lines to collect relevant information.
- B. Create two page layouts, one opportunity record type, and one workflow rule to assign the correct page layout to the record type.
- C. Create one page layout, two sales processes, and validation rules to capture relevant opportunity information.
- D. Create two sales processes and two page layouts; assign them to two different opportunity record types for each product line.

Answer: D

NEW QUESTION 444

- (Exam Topic 4)

Marketing department at Universal container is migrating from legacy campaign and email management system 2 salesforce want to ensure that its communication material is migrated as well. What should consultant recommend to migrate the marketing departments email templates?

- A. Manually recreate the email and mail merge templates in salesforce
- B. Enable Email to salesforce before sending email templates to salesforce
- C. Create an email template change set or use the Force.com IDE
- D. Enable Email-to-case and use Import Wizard.

Answer: C

NEW QUESTION 446

- (Exam Topic 4)

Universal containers sales team would like to track product shipments for each of its customers. The shipment tracking information is currently available in a back end system, which the company plans to integrate with Salesforce. Which objects are relevant for this integration?

- A. Opportunity, Opportunity product, Custom object-Shipment Status.
- B. Lead, Opportunity, Product, Custom object-Shipment Status.
- C. Opportunity, Opportunity product, Contract, Custom object Shipment Status.
- D. Lead, Account, Opportunity Product, Custom object -Shipment Status.

Answer: A

NEW QUESTION 447

- (Exam Topic 4)

Asia Pacific and Japanese sales teams from Cloud Kicks have requested separate report folders for each region. The VP of Sales needs one place to find reports for all the regions and still wants to retain visibility of the reports in each folder. What should the Consultant recommend to meet this requirement?

- A. Create all new regional folders and move the reports to the respective region folder with viewer access.
- B. Create grouped folders, keeping the top region folder sharing settings and limiting the sharing settings for the grouped ^ folders for each region.
- C. Create subfolders, keeping the top region folder sharing settings and limiting the sharing settings for the subfolders for each ^ region.
- D. Create all new regional folders and move the reports to the respective region folder with subscribe access.

Answer: A

NEW QUESTION 452

- (Exam Topic 4)

Cloud Kicks wants to default Opportunity name to naming convention. Which solution the Consultant recommend?

- A. Create a Workflow Rule on the Opportunity Object and evaluate the rule when the record is created and every time the record is edited.
- B. Create a Validation Rule to require users to follow the defined naming convention.
- C. Create a Validation Rule on the Opportunity Object and evaluate the rule when the record is created.
- D. Create a Workflow Rule on the Opportunity Object with Time Dependent Actions, and evaluate the rule when the record is created and every time the record is edited.

Answer: A

NEW QUESTION 454

- (Exam Topic 4)

Universal Containers is migrating data from a legacy system into Salesforce. The company needs to migrate lead, contact, and opportunity data from its legacy system and must be able to report on historical lead conversion for both legacy and newly created data. What is the recommended order for data migration?

- A. User, Opportunity, Account, Contact, Lead.
- B. User, Account, Contact, Opportunity, Lead.
- C. User, Contact, Account, Lead, Opportunity

Answer: B

NEW QUESTION 456

- (Exam Topic 4)

Which two areas can an Administrator make Open CTI features available to users when building a Lightning App using the App Manager? Choose 2 answer

- A. On utility bar of the Lightning App
- B. On a record Highlights Panel
- C. On a record Activity Feed List
- D. On the Calendar right hand panel

Answer: AC

NEW QUESTION 459

- (Exam Topic 4)

A company has call centers in Europe, North America and Japan. Cases not closed within four hours should be escalated. Call Center Managers have noticed that some Open Cases are not being escalated on time. Which two configurations should a Consultant check to try to solve the problem? Choose 2 answer

- A. Case Assignment Rules
- B. Call Center Holidays
- C. Milestones and Entitlements
- D. Case Business Hours

Answer: CD

NEW QUESTION 462

- (Exam Topic 4)

Universal containers sells two products that each have a unique sales methodology. A few of the sales stages overlap between the selling methodologies, but are unique to just one of the methodologies. What element must be configured to support both selling methodologies? Choose 3 answers

- A. Two sales processes
- B. Two page layouts
- C. Two record types
- D. Two sets of opportunity stages

Answer: ABC

NEW QUESTION 463

- (Exam Topic 4)

What is the capability of Chatter feed post editing? Choose 2 answers

- A. Users can edit the text of their own Chatter posts
- B. Record owners can edit other users' posts on records they own
- C. Group owners can edit system-generated posts in Chatter groups
- D. Record owners can see previous versions of an edited post

Answer: AB

NEW QUESTION 467

- (Exam Topic 4)

Sales representatives and partners of Universal Containers constantly complain about the poor quality of lead data. Leads are owned by the Vice President of Marketing, who has established a task force and a project to remedy the situation. Which approach should the task force consider to improve and maintain the quality of lead data? Choose 2 answers

- A. Use tools like the Lead Import wizard to identify and remove duplicates.
- B. Use Data.com to clean the existing lead data and new data going forward.
- C. Create a workflow notification when leads are created with poor Quality data.
- D. Import the lead data using the Find Duplicates wizard on the lead object.

Answer: AB

NEW QUESTION 471

- (Exam Topic 4)

It is unclear how the money spent on marketing campaigns is helping Universal Containers grow its sales business. What is the best way for Universal Containers to capture a return on investment?

- A. Count the number of leads generated from each campaign.
- B. Determine the number of activities created by sales related to a campaign.
- C. Track the value of closed won opportunities generated by each campaign.
- D. Determine the number of opportunities generated by each campaign.

Answer: C

NEW QUESTION 475

- (Exam Topic 4)

Universal Containers has enabled Social Accounts and contacts. When a sales representative accesses a contact within salesforce, the representative is unable to see detailed information from the contacts Facebook profile (e.g. contacts wall postings). What is preventing the sales representative from accessing detailed information on the contacts Facebook page?

- A. The link to the Facebook profile is not configured with the administrator password to access detailed information
- B. Universal Containers must purchase the Facebook license to access public information for its users
- C. The fields configured by Universal Containers administrator on the contact page layout are missing
- D. The information shown is based on the sales representative's connection level with the contact on Facebook.

Answer: D

NEW QUESTION 476

- (Exam Topic 4)

Northern Trail Outfitters (NTO) wants to utilize opportunities to track and report customer subscriptions to its online magazine. Payments can be made using the following methods: - In full (all at one time) - Weekly - Monthly - Quartely How should this solution be implemented?

- A. Use contracts with a lookup to opportunity object
- B. Enable schedules on opportunity object
- C. Use assets with a lookup to opportunity object
- D. Enable schedules on product object

Answer: D

NEW QUESTION 480

- (Exam Topic 4)

Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities. What should a consultant recommend to meet this requirement?

- A. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed /won stage.
- B. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed /won stage.
- C. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat accounts when it reaches closed/won stage.
- D. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches closed/won stage.

Answer: A

NEW QUESTION 484

- (Exam Topic 4)

Which two use cases will protect the integrity of order data with activation limitations? Choose 2 answers

- A. Multiple reduction orders can be created for a single order.
- B. Orders can be activated only if they include a product.

- C. New Products can be added to Active Orders.
- D. Products can be removed from Active Reduction Orders.

Answer: AB

NEW QUESTION 486

- (Exam Topic 4)

UC wishes to track relationships between its customers. For example, some customers are suppliers for other customers. What should a consultant recommend to track multiple customer relationships in Salesforce?

- A. Add the related company to the first company's account team, with supplier as the role.
- B. Add the related company to the first company's custom supplier lookup field as a value.
- C. Add the related company to the first company's partner related list, with supplier as a value.
- D. Add the related company to the first company's contact roles related list, with supplier as a value.

Answer: C

NEW QUESTION 489

- (Exam Topic 4)

The members of an opportunity team at UC are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the most current quote. How can the sales engineer identify the opportunity's latest quote?

- A. Reference synced quote history on the opportunity.
- B. Reference the last modified date on the quotes.
- C. Follow the opportunity's quotes in Chatter.
- D. Reference the synced quote field on the opportunity record.

Answer: D

NEW QUESTION 493

- (Exam Topic 4)

The Salesforce administrator for Cloud Kicks needs to set sales quotas for all sales representatives. Which three solutions should the Consultant consider? Choose 3 answers

- A. Use the API.
- B. Update the sales quota field from the opportunity record.
- C. Enable Forecast Quotas from Setup.
- D. Use Data Loader.
- E. Add a record to the quota object.
- F. Add a record to the Quotas related list from the user record.

Answer: ADF

NEW QUESTION 495

- (Exam Topic 4)

UC needs to show a dashboard with forecast by product family with quotas. What solution should consultant recommend?

- A. Build a custom report with closed forecasting quotas with forecasting items
- B. Build a joined report with closed opportunities, forecasting items, and quotas
- C. Create an analytical snapshot to capture the opportunity forecast
- D. Customize Quotas with product report and add necessary fields

Answer: C

NEW QUESTION 498

- (Exam Topic 4)

The VP of sales at Universal Containers wants to be able to see a visual representation of sales by month for each account in salesforcel mobile app. What should a consultant recommend to meet this requirement?

- A. Embed a chart on the account page, no other customization needed
- B. Embed a chart on the account page and use a custom link to filter by account
- C. Create a of visualforce page with an embedded chart component for each account.
- D. Create a dashboard component and use chatter feed on the account on salesfrocel

Answer: A

NEW QUESTION 501

- (Exam Topic 4)

The Universal Containers sales team would like to track product shipments for each of its customers. The shipment tracking information is currently available in a back-end system, which the company plans to integrate with Salesforce. Which objects are relevant for this integration?

- A. Opportunity, opportunity product, contract, custom object-shipment status
- B. Lead, account, opportunity product, custom object-shipment status
- C. Opportunity, opportunity product, custom object-shipment status
- D. Lead, opportunity, product, custom object-shipment status

Answer: C

NEW QUESTION 502

- (Exam Topic 4)

Cloud Kicks wants to implement a methodology to determine which current Leads have the most in common with Leads that have successfully been converted in the past. How can Cloud Kicks support this requirement?

- A. Use Einstein Lead Scoring.
- B. Create a lead Rollup Summary Field.
- C. Use Lead Conversation Reporting.
- D. Create a Joined report.

Answer: A

NEW QUESTION 507

- (Exam Topic 4)

Universal Containers provides customer support for both new products and routine maintenance of existing products. The cases for both types have many stages and fields in common, however, the maintenance cases have additional stages and fields that need to be captured. Which two features should a Consultant recommend to accomplish this objective? Choose 2 Answers

- A. Support Types
- B. Support Processes
- C. Approval Processes
- D. Record Types

Answer: BD

NEW QUESTION 509

- (Exam Topic 4)

Nothern Trail outfitters (NTO) consumer business has grown to more than 500,00 contacts. NTO stores all individual consumer contacts under a single account called 'Consumer'. Mass updates are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. Which two actions should be recommended to improve performance?

- A. Remove the account assignment for all contacts
- B. Ensure that no single account has more than 10,000 contacts
- C. Enable person accounts and migrate the contact data
- D. Add an index to the account field on the contact object

Answer: BC

NEW QUESTION 513

- (Exam Topic 4)

The shipping department at Universal Containers is responsible for sending product samples as part of the sales process, when an opportunity moves to the "sampling" stage, Universal Containers wants an automatic email sent to the shipping department listing the products on the opportunity. How can this requirement be met using a workflow email?

- A. Create it on the opportunity using an HTML email template.
- B. Create it on the opportunity product using a Visualforce email template.
- C. Create it on the opportunity product using an HTML email template.
- D. Create it on the opportunity using a Visualforce email template.

Answer: D

NEW QUESTION 514

- (Exam Topic 4)

UC recently acquired Global Packaging, a company that has complementary Products. UC wants to run a major campaign showcasing its new product bundling. The company will use multiple marketing channels to create awareness in the marketplace. Each marketing channel will need to be measured for its effectiveness both individually and collectively. How should the consultant design the solution for UC?

- A. Create a single campaign, add members, and set the status to active
- B. Create campaigns for each channel with members and link child campaigns to a parent campaign
- C. Create campaigns for each channel, link them to a parent, and add members to the parent
- D. Create a single campaign and add member statuses for each marketing channel

Answer: B

NEW QUESTION 519

- (Exam Topic 4)

The VP of Sales at Cloud Kicks wants to automate the process of reassigning Accounts when the Account owner gets transferred to a different team or region. The VP wants reassignment to be based on the Account status and confirmation that the new Account owner is informed of their new Account inheritance. Which two strategies can the consultant use to design the solution?

- A. Use Process Builder for capturing Account details, define Account assignment rules to reassign the Account to new owner based on status, and send an email regarding Account inheritance.
- B. Use Process Builder for capturing Account details, design workflow rules to reassign the Account to a new owner based on status, and send an email regarding Account inheritance.
- C. Use Flow Builder for capturing Account details, design an element to reassign the Account to a new owner based on status, and send an email regarding Account inheritance.
- D. Use Process Builder for capturing Account details, design an nodes to reassign the Account to a new owner based on status, and send an email regarding

Account inheritance.

E. Use Flow Builder for capturing Account details, define Account assignment rules to reassign the Account to a new owner based on status, and send an email regarding Account inheritance.

Answer: CD

NEW QUESTION 523

- (Exam Topic 4)

Service Reps at Universal Containers complain that the Case Feed in the Lightning Service Console has too many entries and is hard to use. Which option should a Service Consultant recommend to improve the Case Feed usability?

- A. Use Compact Case Feed to hide entries
- B. Case Feed Private Sharing to hide entries
- C. Use case feed Filters to organize entries
- D. Use Comments instead of Case Feed entries

Answer: C

NEW QUESTION 525

- (Exam Topic 4)

Universal Containers wants to implement a website for a new product launch. The site should be publicly available, allow visitors to submit requests for information, and be managed by the non-technical marketing team. What solution should the consultant recommend?

- A. Site.com
- B. Customer Community
- C. Salesforce Sites
- D. Force.com Sites

Answer: A

NEW QUESTION 526

- (Exam Topic 4)

Universal Containers is changing their case management system to Salesforce. All Active accounts, contacts, open cases, and closed cases for the past five years must be migrated to Salesforce for go-live. Which approach should the Consultant use for data migration?

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

Answer: B

NEW QUESTION 530

- (Exam Topic 4)

Universal Container wants to improve sales productivity in inside sales and it has been advised to consider Salesforce Console for sales. What use case will satisfy this requirement? Choose 2 answers

- A. Need to chat with customer in real time with chatter
- B. Need to prioritize search results for contacts and opportunities
- C. Need to add notes quickly or log activities for each record
- D. Need to see records and related items as tabs under one screen

Answer: CD

NEW QUESTION 534

- (Exam Topic 4)

Universal containers has enabled Advanced Currency Management. How the converted amount data is reported on a report that spans time periods when the exchange rates was different.

- A. Converted amount are based on the historical exchange rate associated with the close date
- B. Converted amount are based on exchange rates that use the most current entry
- C. Converted amount are based on the exchange rates entered in the opportunity
- D. Converted amount are based on exchange rates that use the oldest entry

Answer: A

NEW QUESTION 535

- (Exam Topic 4)

UC has set accounts, contacts and opportunities to private. Sales Rep manage the account for which they are the account owner. The company also employs sales specialist to assist sales rep on deals. What should a consultant recommended to allow sales specialist to see account information and any opportunity information associated with the account?

- A. Assign the sales specialist to the same profile as Account owner.
- B. Assign the sales specialist to the same role in the role hierarchy as account owners.
- C. Add the sales specialist to the account team and assign them read access to the opportunity.
- D. Share opportunity manually with the sales specialist and assign them read access.

Answer: C

NEW QUESTION 540

- (Exam Topic 4)

Cloud Kicks needs the ability to determine the effectiveness of a recent marketing campaign on new leads. Which solution should the Consultant recommend?

- A. Enable campaign influence and report on the influence percent and revenue share.
- B. Create a custom object and a record for the campaign, then relate the newly created record to the lead
- C. Create a custom text field to capture the marketing campaign
- D. Specify the date range of the leads added to the campaign.

Answer: A

NEW QUESTION 542

- (Exam Topic 4)

The members of an opportunity team at universal containers are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with most current quote.

How can the sales engineer identify the opportunities latest quote?

- A. Reference the synced quote field on the opportunity record
- B. Reference the synced quote history on the opportunity
- C. Reference the last modified date on the quotes
- D. Follow the opportunity's quotes in chatter

Answer: A

NEW QUESTION 545

- (Exam Topic 4)

Universal Containers has noticed a sizeable decrease in the number of sales representatives who are meeting their quotas. What should be evaluated to determine the cause of this decline? Choose 2 answers:

- A. Percent of converted leads per sales representative.
- B. Comparison report of forecasts versus converted leads.
- C. Activity history report on open and closed opportunities.
- D. Trending report on won versus lost opportunities

Answer: CD

NEW QUESTION 548

- (Exam Topic 4)

Northern Trail Outfitters sales representatives have to be certified to sell items in its Professional catalog. Which two ways should Salesforce be set up to prevent those who are NOT certified from adding these items to opportunities? Choose 2 answers

- A. Utilize a separate price book for the products requiring certification and only share the price book to users who are certified
- B. Utilize a validation rule on opportunity products to prevent them from adding products marked as requiring certification if they are NOT certified
- C. Utilize a criteria-based sharing rule on products marked as requiring certification to only share the products to users who are certified
- D. Utilize a validation rule on products marked as requiring certification to prevent them from being added to an opportunity

Answer: AB

NEW QUESTION 549

- (Exam Topic 4)

Universal Containers wants to provide its customer with more support options. Which three should a Consultant recommend? Choose 3 answers

- A. Implement SOS for mobile experience
- B. Add Live Agent to public-facing sties
- C. Utilize KCS to manage Knowledge
- D. Configure Chatter for public access
- E. Create a Customer Community

Answer: ABE

NEW QUESTION 551

- (Exam Topic 4)

Universal Container has its sales representative enter a new lead whenever they are prospecting a new customer, when qualify the new lead, a new opportunity must be created to track the deal. What would a consultant recommend to enforce data quality and accuracy? Choose 3 answer

- A. Create lead conversion process.
- B. Create an apex trigger to perform data quality check.
- C. Enable validation rules on lead
- D. Map lead fields to corresponding opportunity field

Answer: ACD

NEW QUESTION 553

- (Exam Topic 4)

A sales Rep in the UC won a sales deal and set the opportunity stage as Closed/Won. What impact will this change have on the opportunity in the forecast?

- A. It will be associated with the Closed/Won forecast category and automatically contribute to the forecast.
- B. It will be associated with the Closed/Won forecast category and will need to be added by the sales rep.
- C. It will be associated with the Closed/Won forecast category and will need to be committed by the sales rep.
- D. It will be associated with the Closed/Won forecast category and contribute to the forecast once approved with the manager.

Answer: A

NEW QUESTION 556

- (Exam Topic 4)

Sales representatives at Universal Containers log activities on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activities on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?

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

Answer: B

NEW QUESTION 559

- (Exam Topic 4)

Universal containers has setup a sales process that requires opportunities to have associated product line items before moving to the negotiation stage. What solution should a consultant recommend to meet this criteria? Choose 2 answers.

- A. Configure the opportunity record types to enforce product line item.....
- B. Configure a validation rule that tests the 'Has line item and stage fields for the correct condition'.
- C. Ensure that all sales representatives have access to at least one pricebook when creating product lines.
- D. Define a workflow rule that automatically defaults to a pricebook and.....negotiation stage.

Answer: BC

NEW QUESTION 561

- (Exam Topic 4)

Universal Containers is deploying a formal sales methodology while implementing salesforce. What should a consultant recommend to ensure the alignment of the sales methodology and Salesforce? Choose three answers:

- A. Embed custom components within Salesforce to support the sales methodology.
- B. Override Salesforce user interface with the sales methodology user interface.
- C. Consider available sales methodology AppExchange applications.
- D. Develop data integration between salesforce and the sales methodology database.
- E. Configure Salesforce Standard and custom objects to support the sales methodology.

Answer: ACE

NEW QUESTION 566

- (Exam Topic 4)

Universal Containers has a private sharing model. Sales representatives own accounts and would like to collaborate with relevant people from other departments (e.g., marketing and product management). The role hierarchy has separate branches for each department to facilitate reporting. What should a consultant recommend to ensure collaborating team members can report on and access relevant data in Salesforce? Choose 2 answers

- A. Use manual sharing on account to share specific records.
- B. Use Chatter to share records with relevant people.
- C. Use account team to share records to relevant people
- D. Use opportunity team to share records with relevant people.

Answer: AC

NEW QUESTION 567

- (Exam Topic 4)

The Cloud Kicks pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are already closed/won. The VP of Sales wants visibility on how often the sales representatives are creating opportunities like this. Which two solutions should the Consultant recommend? Choose 2 answers

- A. Utilize a process builder to send an email to sales management when the Opportunity is created in the closed/won stage.
- B. Run the Opportunity pipeline standard report to view the upcoming Opportunities by stage.
- C. Configure a report that displays Opportunities that have a closed date less than, or equal to, the created date.
- D. Implement a process builder that automatically updates the Opportunity to the first stage in the sales process.
- E. Enable High Velocity Sales so that the VP of Sales can get a global view of quick closed Opportunities.

Answer: AC

NEW QUESTION 569

- (Exam Topic 4)

What features of work.com can managers use to help sales representatives meet their quotas? Choose 2 answers

- A. Coaching plans to help the sales rep drive results
- B. Coaching feed visible to the entire sales teams
- C. Coaching feedback that automatically adjusts the goals
- D. Coaching dashboards to monitor progress

Answer: AD

NEW QUESTION 571

- (Exam Topic 4)

A Consultant for Cloud Kicks Sales Cloud has proposed implementing an Account Hierarchy. What impact could the redesign have on the org?

- A. The ownership of an Account determines the visibility of the Account Hierarchy.
- B. The value of all Opportunities in an Account Hierarchy are visible on the parent Account
- C. The Account Hierarchy can be visualized from all levels in the structure.
- D. A user who owns an Account at the bottom of the hierarchy has access to all parent Accounts.

Answer: C

NEW QUESTION 572

- (Exam Topic 4)

Universal Containers uses PDF documents to help the sales team learn about new Products. Which feature should a Consultant recommend to store these documents?

- A. File Connect for SharePoint
- B. Attachments
- C. File Sync
- D. Salesforce Files

Answer: B

NEW QUESTION 573

- (Exam Topic 4)

Universal Containers has two different groups who use accounts. The sales group needs to populate 15 fields and view the fields on the account record. The support group does NOT need to view the 15 fields on the account record but must be able to run reports on them. Which solution will satisfy this requirement?

- A. Create separate page layouts for the sales and support groups.
- B. Create separate record types for the sales and support groups.
- C. Hide the fields through field-level security from the support group.
- D. Create a custom object for the 15 fields with a master-detail relationship

Answer: A

NEW QUESTION 577

- (Exam Topic 4)

Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect. What steps should a consultant recommend in this scenario?

- A. Create a campaign, associate the leads to the campaign, and qualify the respondents.
- B. Create both account and contact records, then associate the contacts to the campaign.
- C. Create a campaign, qualify the respondents, and create accounts and contacts.
- D. Create leads, convert them to opportunities, and qualify the respondents on the opportunities.

Answer: A

NEW QUESTION 581

- (Exam Topic 4)

Cloud Kicks has many customers that regularly renew their "shoe of the month" club membership. The sales representatives use an Account type called "shoe of the month" club for these customers. Sales management wants to use Salesforce to automate repeat opportunities.

What should a Consultant, recommend to meet this requirement?

- A. Develop an Apex trigger for renewal customers that inserts a copy of an Opportunity for the sales representative when it reaches the dosed/won stage.
- B. Configure a Process Builder process for renewal customers that sends a reminder task to the sales representative to create a new Opportunity when it reaches the closed/won stage.
- C. Configure a workflow rule for renewal customers that inserts a copy of an Opportunity for the sales representative when it reaches the closed/won stage.
- D. Develop a lightning Component to set an Opportunity revenue schedule that automatically sets up a new Opportunity for renewal customers when it reaches the dosed/won stage.

Answer: A

NEW QUESTION 586

- (Exam Topic 4)

What Sales Cloud features would allow the company to improve data quality and consistency across sales deals? Choose 3 answers.

- A. Use a single page layout to display all information regardless of line of business

- B. Use workflow rules to validate data entry
- C. Implement validation rules for opportunities
- D. Use opportunity record types and page layouts to display information specific to each line of business
- E. Use required fields to enforce critical data entry

Answer: CDE

NEW QUESTION 589

- (Exam Topic 4)

The Consultant at Cloud Kicks has noticed that sales data is quickly outdated and is having issue with keeping Account data updated. What should the Consultant recommend to maintain up-to-date Account information?

- A. Call the Contacts and Leads to get their updated information.
- B. Use third-party data to update and add records to Salesforce.
- C. Use the Salesforce-provided data to updated and add records to Salesforce.
- D. Enable the Automatic Account Update feature in Setup.

Answer: B

NEW QUESTION 593

- (Exam Topic 4)

Universal Containers North American and European sales teams have different business requirements related to creating new of opportunities in Salesforce. As a result, each team must complete a set of geographically-specific fields relevant only to their team as well as common fields that both teams complete. Additionally, each team should NOT be able to report on the others region-specific fields. What solution should a consultant recommend to satisfy this scenario?

- A. Implement field-level security to allow access to fields for the respective regional sales teams
- B. Create separate page layouts and record types for each of the regional sales teams.
- C. Utilize Visual force to build an opportunity page that dynamically checks the users region to determine which fields to display.
- D. Build a custom object with private sharing to capture the additional fields as a separate record.

Answer: A

NEW QUESTION 595

- (Exam Topic 4)

Universal Container wants to measure the user adoption of their successful Sales Cloud implementation. Which key factors should be considered?

- A. Business performance
- B. Data quality
- C. Usage
- D. walang sagot huhu

Answer: D

NEW QUESTION 600

- (Exam Topic 4)

During end-to-end testing, the test users log issues stating that the solution is not working according to what they expected. The stakeholders have signed off on the solution. What should a Consultant do to remedy this?

- A. Address these issues during the sign-off stage.
- B. Contact key stakeholders to determine if a change to the requirements is necessary.
- C. Revise the solution to meet the needs of the test users and develop training materials for the full team.
- D. Set up meeting with test users and do a requirements workshop.

Answer: B

NEW QUESTION 601

- (Exam Topic 4)

Cloud Kicks is now live and training is complete, but the system administrator keeps calling with questions about the process. Which strategy should the Consultant use?

- A. Conduct a Knowledge Transfer with the admin.
- B. Test the process to make sure it still works.
- C. Have the admin review the solution design.
- D. Direct the admin to ask Salesforce.

Answer: A

NEW QUESTION 605

- (Exam Topic 4)

Cloud Kicks recently completed an implementation of Sales Cloud. CK has trained its users to use the Salesforce Mobile app to access Salesforce from their mobile devices and wants to determine how often the Salesforce Mobile app is being used. What should the consultant recommend?

- A. Use the lightning Usage app to view Mobile activity
- B. Create a custom report type between users and Mobile activity
- C. Create a custom report type between users and Identity Event Logs
- D. Open a case with Salesforce

Answer: A

NEW QUESTION 609

- (Exam Topic 4)

The Cloud Kicks mobile sales team is using a combination of iOS and Android devices. The sales manager has requested that sales representative must record client meeting activity within Salesforce immediately after a meeting. Which two actions should a Consultant recommend to meet this requirement? Choose 2 answers

- A. Log an activity using a Quick Action.
- B. Log a meeting activity using the email to Salesforce feature.
- C. Have the sales reps install the Salesforce Mobile app on their devices.
- D. Have the sales reps install the Outlook for Lightning app on their device.
- E. Log a meeting with mobile smart actions automatic sync.
- F. Have the sales reps install SalesforceA on their mobile devices.

Answer: CE

NEW QUESTION 613

- (Exam Topic 4)

What should you do before you enable communities for your organization? Choose 3 answers

- A. Choose a domain name
- B. Turn on the global header for users that need it
- C. Review your security settings
- D. Check you have the required licenses

Answer: ACD

NEW QUESTION 617

- (Exam Topic 4)

What statement is true about the Salesforce Knowledge article lifecycle?

- A. Knowledge uses public groups as a way to assign users to specific tasks related to articles
- B. approval processes CANNOT allow publishing of the articles that have specific statuses
- C. Article permission sets allow agents to participate in the article publishing process
- D. Articles CANNOT be published until they are reviewed and validated by a qualified author

Answer: C

NEW QUESTION 619

- (Exam Topic 4)

Universal Containers' support management team has noticed an increase in wait times over the last several months when customers call in for support. Which two recommendations should a Consultant suggest to help decrease customer wait times? Choose 2 answers

- A. Create case escalation rules to route high-priority cases directly to supervisors for resolution
- B. Create reports to analyze call data in order to understand peak times and ensure adequate staffing
- C. Set up analytical snapshots to capture key case information and create historical trending reports
- D. Set up a Salesforce Customer Community that will allow customers to create cases online

Answer: BD

NEW QUESTION 620

- (Exam Topic 4)

Cloud Kicks wants to boost importance of its sales stages and its role in the company's sales methodology. Cloud Kicks also wants to enhance precision of its sales forecast.

Which 2 steps should be taken to ensure the Sales process is mapped to meet the requirements? Choose 2 answers

Assign appropriate sales stage.

- A. Assign forecast percentages.
- B. Map forecast probability to Opportunity probability.
- C. Map sales probability values to forecast categories.
- D. Assign forecast percentages.
- E. Map Opportunity stages forecast categories.

Answer: BE

NEW QUESTION 621

- (Exam Topic 4)

Universal Containers is implementing a Knowledge Base and wants to empower certain managers to create, edit, and manage articles. All articles should be reviewed by these managers before being published, while some articles need an additional layer of legal review as well. Which three actions should a Consultant recommend to meet these requirements? Choose 3 answers

- A. Create at least two different approval process
- B. Create at least two different data categories
- C. Grant managers the Manage Data categories permission
- D. Create at least two different article types
- E. Grant managers the Manage Salesforce Knowledge Permission

Answer: AD

NEW QUESTION 626

- (Exam Topic 4)

A sales rep has access to an Account which has multiple child Accounts through the Account hierarchy. What will the sales rep see after clicking the view Hierarchy link?

- A. All Accounts in the hierarchy, with all fields visible
- B. All Accounts in the hierarchy, with limited field visibility
- C. Only child Accounts in the hierarchy
- D. No Accounts in the hierarchy

Answer: B

NEW QUESTION 630

- (Exam Topic 4)

How would you design a solution to give UP a 360 degree view of an account?

- A. Create custom formula fields to display the related information
- B. Set the field-level security to visible for the appropriate related lists
- C. Ensure that the appropriate related lists are on the account page layout
- D. Create an apex trigger to display related information

Answer: C

NEW QUESTION 635

- (Exam Topic 4)

Universal containers wishes to track relationships between its customers. For example, some customers are suppliers for other customers. What should a consultant recommend to track multiple customer relations?

- A. Add the related company to the first company's partner related list, with supplier as a value.
- B. Add the related company to the first company's custom supplier lookup field as a value
- C. Add the related company to the first company's contact roles related list, with supplier as a value
- D. Add the related company to the first company's account team, with supplier as the role

Answer: A

NEW QUESTION 637

- (Exam Topic 4)

Cloud Kicks has three unique product lines, each with a unique sales cycle. Prospect qualification is consistent across the product lines; sales representatives then follow the specific product line's sales cycle. Which two actions should a Consultant recommend to achieve these requirements? Choose 2 answers

- A. Define the default opportunity teams for each opportunity record type.
- B. Define sales stages that align with opportunity record types.
- C. Create sales process to map to each opportunity record type
- D. Create opportunity record types for each sales process.
- E. Create public groups for each opportunity sale process.

Answer: BC

NEW QUESTION 640

- (Exam Topic 4)

Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process. What solution should a consultant recommend to meet these requirements? Choose 2 answers

- A. Create sales stages that align with opportunity record types.
- B. Configure opportunity record types for each sales process.
- C. Define sales processes to map to each opportunity record type.
- D. Define the default opportunity teams for each opportunity record type.

Answer: BC

NEW QUESTION 641

- (Exam Topic 4)

UC is purchasing smartphones and tablets for MS global sales team members. Sales management wants mobile access to key functionality, including collaboration, customer management, and opportunity management. What component of Salesforce Sales Cloud mobility should a consultant recommend to meet these requirements? Choose 2 answers

- A. Salesforce Touch
- B. Visualforce for mobile.
- C. Native mobile applications.
- D. AppExchange mobile plugin.

Answer: AC

NEW QUESTION 646

- (Exam Topic 4)

Cloud Kicks has just completed its initial Sales Cloud Go-Live. Cloud Kicks leadership wants to target users who are not yet using the new application.

- A. Track logins in a spreadsheet.
- B. Run a Report on Users never Logged In.
- C. Run a Mobile Login report.
- D. Use the Lightning Usage app.

Answer: B

NEW QUESTION 649

- (Exam Topic 4)

Universal Containers is preparing for the launch of its new sales cloud implementation to a global user base. With previous sales automation application, the company had slow adoption of the new solution. What factor should be considered with the sales cloud deployment to help ensure the adoption? Choose 3 answers

- A. Training in local language
- B. Management communications
- C. Type of training delivered
- D. Maintenance release schedule

Answer: ABC

NEW QUESTION 650

- (Exam Topic 4)

A Consultant arrives for a requirements workshop, but key resources are absent. What is the likely reason the key resources are absent?

- A. The proper roles, resources, and risks were not identified.
- B. The resources were not on the Project Kick-off
- C. The purpose and scope were not defined
- D. The project plan did not receive sign-off

Answer: A

NEW QUESTION 654

- (Exam Topic 4)

Cloud Kicks is considering using person Accounts to manage costumers, while using business Accounts to manage companies. What should the Consultant advise?

- A. Person Accounts cannot be related to Accounts in a hierarchy.
- B. Person Accounts can be disabled from Setup.
- C. Account hierarchy allows person Accounts.
- D. Person Accounts can only be child Accounts.

Answer: A

NEW QUESTION 659

- (Exam Topic 4)

Cloud Kicks is excited about implementing Lightning features during the implementation. The company has rolled out a few groups of Sales Cloud users on Lightning already, but not all are trained on the Sales Cloud Lightning features requested for this implementation. What should the Consultant recommend for a successful deployment?

- A. Communicate the information so that they have more staff available for changes.
- B. Adjust the project plan and communicate that the deployment will now be a week earlier.
- C. Deploy all the changes that do not affect the Sales team and deploy the changes in the following sprint.
- D. Adjust the project plan and delay the deployment of the sprint.

Answer: A

NEW QUESTION 663

- (Exam Topic 4)

UC has a private sharing model. Sales representatives are required to collaborate with the same group of people from other departments for every deal; however, the individuals in the group will vary for each representative. What solution should a consultant recommend to ensure correct record visibility and collaboration?

- A. Set up a default opportunity team for each sales rep that is automatically added to every opportunity.
- B. Configure a criteria-based sharing rule to add sales team member records automatically.
- C. Add all team members to a private Chatter group for each opportunity.
- D. Configure a public group for each sales rep that is manually shared for each opportunity.

Answer: A

NEW QUESTION 667

- (Exam Topic 4)

Universal Containers has a private sharing model for accounts and opportunities. Each sales representative is assigned to work with a dedicated sales engineer. The sales engineer will need access to their assigned sales representative accounts and opportunities. What should a consultant recommend to meet this requirement?

- A. Create criteria-based sharing rules to share the accounts and opportunities with sales engineers
- B. Create a trigger to add the sales engineers to their sales representative account and opportunity teams
- C. Enable account and opportunity teams selling and have each sales representative configure their default teams
- D. Have the sales representatives manually share the accounts and opportunities with their assigned sales engineers

Answer: C

NEW QUESTION 671

- (Exam Topic 4)

Cloud Kicks channel partners for selling and servicing its "Shoe of the Month" club. As the number of Leads has increased, Cloud Kicks has seen a decrease in partner satisfaction regarding the quality of Leads, and a noticeable decrease in the Lead conversion rate.

What can be done to increase partner satisfaction with the Leads being shared?

- A. Utilize the Lead score on the Find Duplicate button, and then assign the Leads with a score in the high category.
- B. Configure Einstein Insights prior to Leads routing to the partner channel.
- C. Configure a custom lead score field to assess Lead quality, then assign the Leads that exceed this score to partners.
- D. Utilize the Partner Lead Validator to populate a Lead score and assign to a partner channel queue.
- E. Configure a cross-object validation rule to ensure that all fields on the Lead record are populated with data.

Answer: C

NEW QUESTION 672

- (Exam Topic 4)

Universal Containers requires its sales representatives to go through an internal certification process to sell certain groups of products. What could be done to prevent a sales representative from adding these products to opportunities if they are not certified to sell them? Choose 2 answers

- A. Use a separate price book for the products requiring certification and only share the price book to users who are I—I certified.
- B. Use a criteria-based sharing rule on products marked as requiring certification to only share the products to users who are certified.
- C. Use a validation rule on products marked as requiring certification to prevent them from being added to an opportunity.
- D. Use a validation rule on opportunity products to prevent them from adding products marked as requiring certification if they are not certified.

Answer: BD

NEW QUESTION 675

- (Exam Topic 4)

Cloud Kicks wants to sell to both consumer and Business. There will be a consumer sales team and a business sales team. Which two Salesforce functions will allow the Consultant to meet this requirement? Choose 2 answers

- A. Opportunity Teams
- B. Process Builder
- C. Sales Processes
- D. Record Types

Answer: CD

NEW QUESTION 676

- (Exam Topic 4)

Universal Containers has determined that case list views are slow to load because of the large number of cases in the system Which two actions will improve the performance of the list views? Choose 2 answers

- A. Reduce the number of fields displayed
- B. Restrict visibility on the views
- C. Filter the views by case owner
- D. Remove the filter criteria from the views

Answer: AC

NEW QUESTION 679

- (Exam Topic 4)

Universal Containers is exploring ways to provide their customers with more self-service options in their new Customer Community to reduce the number of interactions with their contact center. Which two features should a Consultant consider implementing? Choose 2 Answers

- A. Add the Question action to Chatter in the community publisher
- B. Use a community template to set up their customer community
- C. Enable Live-Agent in their community to chat with an agent
- D. Enable web-to-case on their public website

Answer: AB

NEW QUESTION 683

- (Exam Topic 4)

Cloud Kicks wants sales representatives to be able to share key documents directly with customers who are not Community users. Which Salesforce feature satisfies this requirement?

- A. CRM Content
- B. Chatter links
- C. Documents

D. Attachments

Answer: A

NEW QUESTION 684

- (Exam Topic 4)

Universal Containers has automated the process of creating new account records in Salesforce. All account records created through this process are owned by a generic user. There are now two million account records that have been created in this manner. Universal Containers is now seeing performance issues when it makes any changes to account sharing rules. What can Universal Containers do to address the issue without changing its integration?

- A. Contact Salesforce support to add an index to the account object
- B. Ensure that the generic user has the Modify All Data permission.
- C. Ensure that the generic user has not been assigned a role.
- D. Set the organization-wide defaults for accounts to public read/write.

Answer: C

NEW QUESTION 685

- (Exam Topic 4)

A sales manager at Cloud Kicks is reviewing team opportunities in the forecast tab. The sales manager wants to split an opportunity with two sales representatives in different regions.

Which three actions should the Consultant recommend to meet these requirements?

- A. Create a custom Opportunity currency field.
- B. Enable Overlay Splits
- C. Enable Opportunity Splits.
- D. Create custom Product Families.
- E. Enable Opportunity Teams.
- F. Create Revenue Split Types.

Answer: BCF

NEW QUESTION 686

- (Exam Topic 4)

Universal Containers has three sales divisions: hardware, software, and consulting. Hardware and software division follow ten steps sales process. The consulting division follows eight-step division processes and does not use the prospecting or perception analysis stage during the sales cycle. Which solution should a consultant recommend to meet this requirement? Choose 3 answers

- A. Create the record types.
- B. Create separate stage fields.
- C. Create separate page layout.
- D. Create sales process.
- E. Define stage picklist values.

Answer: ADE

NEW QUESTION 690

- (Exam Topic 4)

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:

Are commissions calculated by the number of territory to which a representative belongs?

- A. Are there specific rules for account and opportunity access?
- B. Is your sales organization set up as a matrix or a tree?
- C. Does account sharing depend more on account traits than on ownership?
- D. Are your lead assignments based on sales territories?

Answer: ABD

NEW QUESTION 694

- (Exam Topic 4)

The Cloud Kicks IT team has noticed that there are many duplicate person Accounts. The team can often easily identify duplicates and wants to merge them.

Which consideration should the Consultant convey regarding person Account merges?

- A. Person Accounts can be merged automatically by enabling the option in Account Setup.
- B. Person Accounts can be merged with other person Accounts.
- C. Person Accounts with a redundant relationship can be merged with duplicate matching rules.
- D. Person Accounts can be merged with Contact records.

Answer: B

NEW QUESTION 697

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