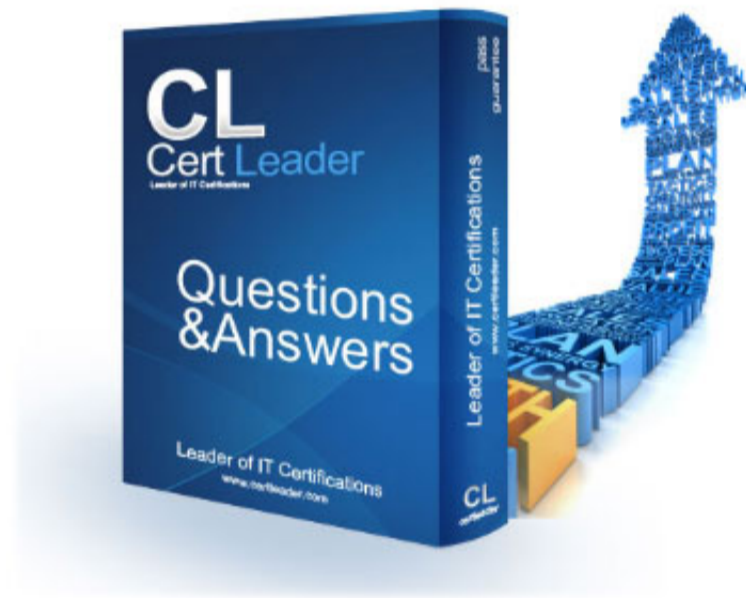


Sales-Cloud-Consultant Dumps

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NEW QUESTION 1

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. What should the consultant explain to the team about Person Account merges?

- A. Person Accounts with a redundant relationship can be merged using matching rules.
- B. Person Accounts can be merged with other Person Accounts.
- C. Person Accounts can be merged with contact records.
- D. Person Accounts can be merged with any type of Account

Answer: B

NEW QUESTION 2

Cloud Kicks has configured Account Teams and is ready to go live in Production. How should the consultant migrate Account Team configuration to Production?

- A. Push with Workbench.
- B. import with Data Loader.
- C. Create manually.
- D. Deploy with Change Sets.

Answer: B

NEW QUESTION 3

The Cloud Kicks team needs to quickly look up contacts, accounts, and opportunities and easily log calls from their mobile phones. Due to limited coverage in certain geographic areas, the team wants access to customer information while out of the office and when they are without an internet connection. Which two steps should the consultant recommend? Choose 2 answers

- A. Enable Salesforce Inbox.
- B. Enable caching and Offline Edit.
- C. Enable Mobile SDK.
- D. Download the Salesforce mobile app.

Answer: BD

NEW QUESTION 4

Cloud Kicks wants to know how many closed won Opportunities a Campaign has generated over the last 30 days. Which two steps should the consultant take to meet this requirement using standard functionality?

Choose 2 answers

- A. Add child Campaigns of the primary Campaign source automatically.
- B. Add criteria to the auto-association settings to limit the matches to the past 30 days.
- C. Define rules for Campaigns to add Opportunities and then lock after 30 days.
- D. Ask the admin to enable Customizable Campaign Influence.

Answer: BD

NEW QUESTION 5

Cloud Kicks just deployed Sales Cloud globally and wants to make sure that all of its users are using Salesforce. How should the consultant determine if all regions are using Salesforce?

- A. Assign all users to a region, build a report using user login history, and filter on region.
- B. Create an Opportunity report per region, filtering by User.
- C. Ask each regional sales manager to run the standard User Adoption report.
- D. Install Salesforce Adoption Dashboards from the AppExchange and use the region chart.

Answer: D

NEW QUESTION 6

Northern Trail Outfitters (NTO) has completed its annual planning and wants to update the territory assignments for all sales reps in its enterprise. NTO understands this can impact the current year closing due by the end of the quarter. The IT team is also planning a release of the new incentive management package that will be used by sales reps.

Which two considerations should the consultant consider when deciding on the timing of the release? Choose 2 answers

- A. Testing changes to Territory Management and the incentive management package should be completed in a Full Sandbox before releasing to Production.
- B. Changes to Territory Management need to be made in Production directly and can be completed without impacting users.
- C. Installing a new incentive management package along with Territory Management changes may add high risk to the deployment.
- D. Combining the Territory Management changes, and the incentive management package allows for a faster ramp-up time for users.

Answer: AC

NEW QUESTION 7

Which data migration sequence should consultant recommend for the objects?

- A. Opportunities, Products, Product Line Items, Cases, Leads, Campaigns, Accounts, Contacts:
- B. Accounts, Opportunities, Contacts, Products, Product Line Items, Cases, Leads, Campaigns
- C. Contacts, Accounts, Leads, Campaigns, Opportunities, Products, Product Line Items, Cases.

- D. Accounts, Contacts, Opportunities, Products, Product Line Items, Cases, Lead
- E. Campaigns

Answer: D

NEW QUESTION 8

Cloud Kicks has a requirement to measure end user adoption and data quality in Salesforce. Which solution should the consultant recommend?

- A. Einstein Conversation Insight-;
- B. tableau custom dashboard
- C. Adoption and Data Quality Dashboards Pack
- D. Salesforce Surveys

Answer: C

NEW QUESTION 9

Cloud Kicks has 12 stages in its sales process. The probability of winning the sale must be indicated. The sales manager uses sales stages and probability for forecasting. The sales manager wants a condensed summary of the forecasts without affecting the sales team. Which approach should a consultant recommend to streamline forecast reporting?

- A. Create a custom object to be used in forecast reporting.
- B. Reduce the number of opportunity stages and report on probability.
- C. Align opportunity stages with probability and use collaborative forecasts for reporting.
- D. Align forecast categories to multiple opportunity stages and report on forecast category.

Answer: D

NEW QUESTION 10

Universal Containers' (UC) sales reps have said there are too many reports and dashboards which makes it hard to find what is important to them. What should a consultant recommend that use to solve this issue?

- A. Custom report types
- B. Private folders
- C. Enhanced Folder Sharing
- D. Dashboard Filters

Answer: A

NEW QUESTION 10

Universal Containers wants to allow its Salesforce users to view and update customer billing information from the company's invoicing system within a separate Salesforce org. What should a consultant implement to meet this requirement?

- A. Salesforce Connect and External Objects
- B. My Domain and Single Sign-On
- C. Ce Nightly scheduled Batch Data jobs
- D. Workflow Rules and Outbound Messaging

Answer: B

NEW QUESTION 15

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 the consultant meet this requirement?

- A. Use Lead Conversion Reporting.
- B. Create Conversation Insights.
- C. Use Einstein Lead Scoring.
- D. Create Cadence Steps.

Answer: C

NEW QUESTION 16

Cloud Kicks is preparing to deploy its configurations. The chosen release date is during a Salesforce Release window. The current configuration is in Non-Preview Sandbox. Which two strategies should a consultant recommend?

Choose 2 answers

- A. Deploy before the Salesforce Release
- B. Test new configurations in a Non-preview Sandbox
- C. Deploy after the Salesforce Release.
- D. Test new configurations in a Preview Sandbox.

Answer: CD

NEW QUESTION 21

Cloud Kicks (CK) hired a consultant to analyse its Salesforce forecasting configuration and advise CK on how to improve it. The consultant found opportunities in

the Value Proposition stage showed up in Collaborative Forecasting inconsistently, which led to inaccurate reporting. What should the consultant recommend to ensure that opportunities show up consistently?

- A. Make the Forecast Category a required field.
- B. Change the Forecast Report to include Forecast Category.
- C. Map opportunity stages to the Forecast Category.
- D. Add a validation rule to the Forecast Category.

Answer: C

NEW QUESTION 23

Cloud Kicks has completed the discovery stage, and leadership has aligned on the project's business goals. What should the consultant formalize with stakeholders before moving to the next project stage?

- A. Develop wireframes to visualize the product end state.
- B. Onboard team members to start development of the solution.
- C. Define key metrics to identify how success will be measured.
- D. Create user stories to present for prioritization.

Answer: A

NEW QUESTION 28

Cloud Kicks is expanding its operations to Europe. The company wants to enable Advanced Currency Management to support both EUR and USD currencies, and show the total values of open opportunities on account records. How should the consultant implement a solution to meet the requirement?

- A. Use a custom summary formula field on the Opportunity.
- B. Install a third-party app from the AppExchange.
- C. Use a Roll-up Summary field from the Opportunity to the Account.
- D. Create a cross-object formula field on the Account.

Answer: B

NEW QUESTION 31

Cloud Kicks' (CK) VP of technology wants to start using Salesforce for all the sales team's automation. CK migrated 70 million records from a legacy database to the datawarehouse that will be synced with Salesforce. CK wants to search and cross-reference records with the original source database. What should a consultant recommend meeting this requirement?

- A. Use the standard External ID field and map this to the source record ID value.
- B. Use a custom External ID field and map this to the source record ID value.
- C. Use the standard External ID field and map this to the Salesforce record ID value.
- D. Use a custom field named External ID and map this to the Salesforce record ID value.

Answer: B

NEW QUESTION 34

At Universal Containers, in addition to the sales team, support reps are sometimes eligible for commissions. When support reps are involved in a deal, they should receive a credit of 15% of the revenue. What should the consultant consider when designing a revenue sharing solution?

- A. Revenue splits are required in order to use overlay splits.
- B. Overlay splits Allocated on an Opportunity can total any percentage.
- C. Overlay splits can be assigned to any user with the appropriate profile.
- D. Revenue splits allocated on an Opportunity can total any percentage.

Answer: D

NEW QUESTION 36

The marketing team is using a separate platform for managing prospects and wants to hand off qualified prospects to the sales team. How should the consultant meet this requirement?

- A. Create Salesforce users for the marketing team so they can enter leads directly into Salesforce.
- B. Recommend an integration with the marketing platform that creates leads in Salesforce.
- C. Recommend an integration with the marketing platform to Salesforce that generates tasks with lead information.
- D. Create a report of Salesforce leads and compare it with marketing data on a regular basis.

Answer: B

NEW QUESTION 41

The Cloud Kicks CEO needs to run reports from the sales team's reports folder. The CEO's assistant needs to control access to the reports. Sales managers need to change the reports when necessary. How should the consultant meet the requirement?

- A. Set the CEO access level to View, the CEO's assistant to Manage, and the sales manager to Edit on the folder.
- B. Enable Manage Reports in Public Folders and give access to the CEO and their subordinates.
- C. Set the CEO access level to View All, the CEO's assistant to Modify All, and the sales manager public group to Create.
- D. Enable Manage access for the CEO role and subordinates, and Manage access for the CEO's assistant profile.

Answer: A

NEW QUESTION 44

Universal Containers is analyzing data to identify gaps and wants to know which Accounts with open Opportunities are missing Contacts. Which feature should a consultant recommend building this report?

- A. Custom report type
- B. Joined report
- C. Custom filter
- D. Cross filter

Answer: D

NEW QUESTION 47

Cloud Kicks (CK) needs to determine the effectiveness of a recent marketing campaign on new leads' quality. CK is using Einstein Lead Scoring. Which solution should the consultant recommend?

- A. Create a custom object to track the Lead Score and relate it to the Lead.
- B. Create a custom score field to capture the marketing Campaign's quality.
- C. Add the Lead Score component to the Lead Detail page.
- D. Specify a default score of the leads added to the Campaign.

Answer: B

NEW QUESTION 52

Universal Containers wants to minimize the need for sales reps to manually create meetings and events that are stored on their calendars. Which two Einstein Activity Capture (EAC) capabilities should the consultant consider? Choose 2 answers

- A. EAC a two-way sync for events and contacts.
- B. EAC events are unable to be synched with contacts and leads.
- C. EAC adds events to the activity timeline for custom objects.
- D. EAC supports emails, events, and contacts.

Answer: AD

NEW QUESTION 55

A consultant for Cloud Kicks notices that the deploy date for the Sales Cloud project is also the same weekend as a Salesforce Release. What should the consultant recommend?

- A. Continue the planned deployment concurrent with the Salesforce Release.
- B. Update the project plan for the following week and communicate the change.
- C. Inform Cloud Kicks about the Salesforce Release and that the project may take longer.
- D. Stop all work because the impact of the Salesforce Release is unknown.

Answer: B

NEW QUESTION 56

Universal Containers is working to expand its residential business in the U.S. Sales reps are being asked to canvas neighborhoods in their areas, leveraging new door-to-door campaign material to secure new customers. Internal studies have shown the most valuable residential customers typically have a household income range between \$50,000 and \$70,000.

Which solution should the consultant recommend to help sales reps determine the best neighborhoods to canvas?

- A. Salesforce Maps using the Demographic Context data source to display income ranges for regions within their territories
- B. API integration with Salesforce Maps to plot existing customers on territory maps
- C. A Salesforce Maps component plotting non-customers in residential neighborhoods
- D. Salesforce Maps with ESR1 integration to display high density neighborhoods

Answer: A

NEW QUESTION 61

Cloud Kicks (CK) is just kicking off its project. The consultant wants to dive deeper into CK's process and pain points. Which three approaches should a consultant use to learn about and empathize with the customer?

Choose 3 answers

- A. Embodying
- B. Shadowing
- C. Interviewing
- D. Role Playing
- E. Leading Workshops

Answer: ABC

NEW QUESTION 66

A large company is about to undertake its Initial Sales Cloud implementation. Different people will create features in multiple sandboxes. The consultant has recommended using change sets to move customizations to the full copy sandbox for testing and then move them to production for release

Which two approaches should the consultant recommend to help migrate the customizations from the full copy sandbox to production?
Choose 2 answers

- A. Utilize change set tool dependency management
- B. Leverage cloud-based Git version control to deploy changes
- C. Use Salesforce Dx with visual studio to deploy changes.
- D. Track manual changes in a spreadsheet

Answer: BC

NEW QUESTION 70

Universal Containers has configured the Account organization-wide default (OWD) sharing as Public Read Only. All customer Accounts are owned by the customer successmanager. When a customer calls support to update their contact information, the support agent on their Account team is unable to edit the Account.

Which approach should a consultant recommend allowing the support agent to edit the Account, while still enforcing the Public Read Only OWD?

- A. The support agent should add themselves to the customer's Account team to grant Edit permissions.
- B. The support agent should contact the customer success manager to update the Account.
- C. The customer success manager should change the owner of the Account to the support agent.
- D. The customer success manager should include the support agent on the default Account team with Edit permissions.

Answer: D

NEW QUESTION 74

During the requirements gathering workshops at Cloud Kicks, the project team and subject matter experts bring up new ideas to incorporate into the current project.

Which best practice should the consultant use to refocus the meeting and stay on topic?

- A. Tell key stakeholders that the team is focused on other ideas,
- B. Remind the team of the purpose and scope of this project.
- C. Incorporate the new ideas into the solution design.
- D. Invite only the subject matter experts to subsequent workshops.

Answer: B

NEW QUESTION 76

Sales managers at Cloud Kicks have noticed that information in some opportunity reports is incomplete. A consultant has performed an analysis and determined that opportunity stages often lack key information that sales managers at each stage because sales reps have yet to enter the data.

What should the consultant recommend so opportunity stage reports always contain the data managers expect?

- A. Configure Path by checking the key field required checkbox.
- B. Create an Auto launched flow to determine if required fields are missing.
- C. Customize path and create validate rules dependent on stages.
- D. Mark the fields as required on the page layout.

Answer: C

NEW QUESTION 79

The sales managers at Universal Containers (UC) believe that many of the sales reps' deals that are being lost to competitors are getting less attention than deals that are won.

What should a consultant build so management can assess whether its belief is correct and monitor it going forward?

- A. Create formula fields on Opportunity and Activity.
- B. Install an AppExchange app for tracking Lead conversion.
- C. Build a report on Opportunities and Activities.
- D. Build a report on Leads and Activities.

Answer: B

NEW QUESTION 81

The Universal Containers sales team wants to easily show Account relationships to its sales reps and report on these relationship.
Which two considerations should the consultant take into account? Choose 2 answers

- A. Account relationships are visible from Person Account records.
- B. A Person Account can be either a parent or child in the Account Hierarchy.
- C. Account Hierarchy displays only the Amounts users have Read permission to view.
- D. Accounts can be organized into different divisions based on specific criteria.

Answer: CD

NEW QUESTION 85

The VP of sales at Good Kicks wants to know the percentage of opportunities in a certain stage that were eventually closed won.
Which two steps should a consultant take to create a solution? Choose 2 answers

- A. Enable Feed Tracking.
- B. Create a roll-up summary formula.
- C. Update a custom field using automation.

D. Create a report and dashboard.

Answer: BD

NEW QUESTION 89

A consultant is implementing a new Sales Cloud instance for Cloud Kicks (CK) that has a public sharing model for Accounts. Different sales reps own local Accounts that create a multi-level Account Hierarchy. CK needs to see the total number of closed won opportunities and the revenue value for all Accounts in the hierarchy when viewing 2 Parent Account. Which recommendation meets this requirement?

- A. Configure an after-save flow to update a custom field on the parent Account with the total value of opportunities from the child Accounts.
- B. Create a Roll-Up Summary field on the parent Account with the total value of won Opportunities from the child Accounts
- C. Create a workflow rule to update the custom field on the parent Account with the total value of won Opportunities from the child Accounts
- D. Use the View Account Hierarchy option and include a custom Roll-Up Summary field with the total value of won Opportunities in the displayed columns.

Answer: A

NEW QUESTION 93

Cloud Kicks has identified the KPIs it wants to track for the year. The inside sales team wants a visual way to see the team's progress for the year. What should the consultant recommend to meet the requirement?

- A. Modify a report based on KPIs.
- B. Set up a dashboard with the KPI reports.
- C. Set up a Path based on the KPIs.
- D. Install a KPI Tracker app from the AppExchange.

Answer: D

NEW QUESTION 95

A Cloud Kicks sales team based in the U.S. wants to grow market share in Australia. The company has multicurrency enabled and has added the Australian Dollar as an available currency.

How should the consultant allow the sales team to report on Australian deal values in U.S. Dollars (USO)?

- A. Set each sales user's default currency to the Australian Dollar.
- B. Enable parenthetical currency conversion.
- C. Create a formula field to perform a currency calculation.
- D. Use USD for Australian Opportunity currencies.

Answer: B

NEW QUESTION 98

Cloud Kicks wants to improve its return on investment (ROI) by creating intelligent processes built on trusted, targeted data. What are two justifications for using third-party data enrichment tools? Choose 2 answers

- A. To survey customers to update their data
- B. To enhance prospect data signaling intent to purchase
- C. To find new prospects who match the selling segment
- D. To create customer segments with personas and scoring

Answer: BC

NEW QUESTION 103

Organization-wide default settings for Account is set to Private at Cloud Kicks- Users are unable to see each others accounts.

When a Salesforce admin assigns User A as the owner of an opportunity related to User B's account, which additional access will User A gain?

- A. User A will have Read-Write access to the opportunity's Account and its related contact records.
- B. User A will have Read-Only access to the opportunity's Account record.
- C. User A will have Read-Only access to the opportunity's Account and its related contact records.
- D. User A will have Read-Write access only to the opportunity's Account record.

Answer: D

NEW QUESTION 104

Cloud Kicks uses .pdf documents in Sales Cloud to help the sales team learn about new products. Which feature should a consultant recommend to store these documents?

- A. Files sync
- B. Salesforce Files
- C. Document lists
- D. Salesforce Knowledge

Answer: B

NEW QUESTION 109

Universal Containers wants to set up Einstein Activity Capture for Microsoft to allow automatic syncing of sales reps' Person Accounts with Microsoft contacts and vice versa.

Which consideration should the consultant be aware of?

- A. Lightning Sync works in conjunction with Einstein Activity Capture.
- B. Einstein Activity Capture is supported in the Salesforce Classic interface.
- C. New Person Accounts should be created in Microsoft and synced to Salesforce.
- D. New Person Accounts should be created in Salesforce and synced to Microsoft.

Answer: A

NEW QUESTION 114

Cloud Kicks requires its sales associates to record all customer interactions within Salesforce. Which sales metric can a sales manager at Cloud Kicks use to monitor and reinforce its sales strategy?

- A. Close Rate
- B. Renewal Rate
- C. Forecast Accuracy
- D. Activity Tracking

Answer: D

NEW QUESTION 117

Cloud Kicks is implementing Sales Cloud and has asked a consultant to create an architecture diagram of the system. Which stage of the project lifecycle does this fall under?

- A. Plan
- B. Document
- C. Test
- D. Design

Answer: D

NEW QUESTION 120

The Cloud Kicks marketing team wants to view and report in Lightning on any opportunities created as a result of 2 Campaign. Which two choices should a consultant recommend meeting the requirement?
Choose 2 answers

- A. Use Data Loader to export Opportunity and Campaign Influence and merge the results.
- B. Enable Customizable Campaign Influence in Setup.
- C. Add the Campaign Influence related list to the Opportunity page layouts.
- D. Create a joined report between Opportunity and Campaign to show influence.

Answer: AC

NEW QUESTION 122

Cloud Kicks' global sales operations team has to export reports from Salesforce and manipulate them in Excel to convert regional deals to the correct currency conversion. What are two use cases for enabling Advanced Currency Management that will allow the company to generate accurate reporting directly in Salesforce?
Choose 2 answers

- A. Adjust currency conversion dynamically based on a given date range.
- B. Adjust currency rates on a set schedule.
- C. Show deal value in a user's default currency.
- D. Implement org-wide reporting that displays deal values appropriately.

Answer: AB

NEW QUESTION 125

The sales director of retail products at Cloud Kicks wants to allow cloning of orders to help sales reps process repetitive orders. What are two guidelines to consider when cloning an order with products? Choose 2 answers

- A. A new order's currency or price book will remain the same if the original order has products.
- B. The admin will be able to set up which fields can be cloned to a new order.
- C. A cloned order must be associated with the same contract as the original order.
- D. A cloned order's start date must fall between the associated contract's start and end dates.

Answer: AD

NEW QUESTION 127

A consultant is beginning a new project with Cloud Kicks to implement collaborative forecasting. What should the consultant use to gather requirements using an Agile methodology?

- A. Linear process
- B. Quip spreadsheet
- C. User stories
- D. Forecast hierarchy

Answer: D

NEW QUESTION 128

The sales director at Cloud Kicks wants to enable Person Accounts in its org. The sales director asked a consultant to evaluate the solution and present it to the sales team.

What should the consultant consider when evaluating Person Accounts?

- A. Enabling the Person Accounts feature is Irreversible.
- B. Enabling Person Accounts requires a Public Read/Write sharing model
- C. Person Account records only count toward Account storage.
- D. The Person Account object must have at least two record types.

Answer: A

NEW QUESTION 130

Universal Containers is planning to migrate two million account records and 10 million contact records from its existing legacy CRM application to sales cloud. Which solution should the consultant recommend?

- A. Batch Apex
- B. Data Import Wizard
- C. Data Loader
- D. Third-party tool

Answer: D

NEW QUESTION 134

Cloud Kicks wants to release product enhancements effectively to drive user adoption mtd have the impact on the organization and users' day-to-day functions. What are three steps for successful change and seasonal release management? Choose 3 answers

- A. Prioritize executive requests.
- B. Train end users after deployment.
- C. Communicate updates to end user.
- D. Create an org development model.
- E. Collect input from stakeholders.

Answer: ACD

NEW QUESTION 135

The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org. Which action should be taken to convert a lead into a Person Account?

- A. Create an Individual Lead Record Type.
- B. Populate the Company field with 'Person.'
- C. Enable Contacts to Multiple Accounts.
- D. Leave the Company field blank.

Answer: D

NEW QUESTION 136

Cloud Kicks requires its sales reps to go through an internal certification process on myTrailhead before they add specific groups of Products to Opportunities. Which two solutions should be used to validate that sales reps have completed the myTrailhead badge? Choose 2 answers

- A. Use a validation rule on Opportunity Products to prevent a sales rep from adding Products marked as requiring the myTrailhead badge if the rep has yet to complete the badge.
- B. Use a Process Builder process on Products marked as requiring the myTrailhead badge to automatically share the Products with sales reps who have completed the badge.
- C. Use a validation rule on Products marked as requiring the myTrailhead badge to prevent those Products from being added to an Opportunity.
- D. Use a separate once book for the Products requiring the myTrailhead badge and only share the once book with sales reps who have completed the badge

Answer: AB

NEW QUESTION 138

Cloud Kicks (CK) wants to ensure Opportunity are associated with the relevant marketing Campaign In the past, CK has struggled to evaluate marketing Campaign ROI.

Which process improvement should the consultant recommend?

- A. Validate that the Primary Campaign Source field on Opportunity records is populated.
- B. Leverage the Probability(%) field on Opportunities to forecast revenue.
- C. Ensure the Opportunity is associated with an Account record.
- D. Ensure the Type field on Opportunities reflects the Campaign source.

Answer: B

NEW QUESTION 141

The enterprise architect for cloud Kicks wants to understand how objects in sales cloud are connected to one another.

Which two approaches should a consultant use to help the architect? Choose 2 answers

- A. Explain the types of object relationships in Salesforce
- B. Review the Object Manager tab in Setup with the customer.
- C. Use Schema Builder to show a visual of related objects.
- D. Obtain an export of object data from the current system.

Answer: AB

NEW QUESTION 143

Sales managers at Cloud Kicks have noticed that information in some opportunity reports is incomplete. A consultant has performed an analysis and determined that opportunity stage reports often lack key information that sales managers expect at each stage because sales reps have yet to enter the data. What should the consultant recommend so opportunity stage reports always contain the data managers expect?

- A. Create an Auto launched flow to determine if required fields are missing.
- B. Mark the fields as required on the Page layout.
- C. Customize Path and create validation rules dependent on stages.
- D. Configure Path by checking the Key Field Required checkbox.

Answer: C

NEW QUESTION 145

A customer notices a large increase in leads created overnight which exceed the daily limits. Upon examination, the leads appear to be created by bots. The Customer uses a standard web-to-lead form without safeguards in place to limit spam on forms. What should the consultant recommend as the first line of defense before republishing the form?

- A. Select Require reCAPTCHA Verification in Web-to-Lead settings
- B. Use a custom Web-to-Lead alternative with built-in protection.
- C. Use an AppExchange package to add a honeypot field.
- D. Engage the web services team to write custom CSS for the form.

Answer: A

NEW QUESTION 150

Sales operations managers are reporting a higher number of Activities than is accurate for their teams. When viewing reports, managers see Activities related to Opportunities and Accounts only for their team. However, Activity records related to Campaigns appear in all of the reports, regardless of which sales team should get credit for them. Enterprise Territory Management and role hierarchies are used.

Why are Campaign Activities for all teams visible in reports viewed by sales operations managers?

- A. The sales operations managers are given Read access to the Campaign object in their profile.
- B. Apex managed sharing is used to control the visibility of Activities related to Accounts.
- C. The Organization-wide Default for Campaigns is set to Public Read-Only.
- D. The Organization-Wide Default for Accounts is set to Private.

Answer: B

NEW QUESTION 153

Cloud Kicks is expanding to international markets. Sales reps are unable to find specific products in the international price book. Which two steps should the consultant take to resolve this issue? Choose 2 answers

- A. Add the products to a product family.
- B. Activate the products
- C. Add the products to the price book.
- D. Share the products with sales reps.

Answer: BC

NEW QUESTION 157

A sales manager for one of Cloud Kicks' sales territories is unable to see a forecast for the current quarter. How should the consultant resolve this issue?

- A. Add the sales manager to the Forecasting public group.
- B. Configure the date filter on the forecast and assign it to the sales manager.
- C. Set the sales manager as the Forecast Manager for this territory.
- D. Select the correct forecast on the sales manager's user record.

Answer: C

NEW QUESTION 158

In the Discovery phase of a Sales Cloud implementation, what are three effective ways a consultant can determine the design of the system? Choose 3 answers

- A. Schedule training.
- B. Establish performance benchmarks.
- C. Observe end users.
- D. Administer a survey.
- E. Host a focus group.

Answer: BDE

NEW QUESTION 161

Cloud Kicks has an integration between the data warehouse and Salesforce. The VP of operations wants to synchronize customer data between the systems. What should the consultant recommend to ensure data integrity?

- A. Set up a Process Builder process on the Account object to check for unique values on a monthly basis.
- B. Set up an encrypted field on the Account object with Read Only on the field security settings for all profiles except the admin profile.
- C. Set up an External ID field on the Account object with Read Only on the field security settings for all profiles except the admin profile.
- D. Set up an import of the data from the data warehouse on a monthly basis using Data Loader

Answer: B

NEW QUESTION 164

Cloud Kicks wants to implement team selling to share differing levels of access to Accounts and associate records, such as opportunities, contracts, and case, based on team member responsibilities.

Which capability should the consultant recommend?

- A. Opportunity Teams
- B. Role hierarchy
- C. Account Teams
- D. Sharing rules

Answer: C

NEW QUESTION 165

Cloud Kicks has 300,000 account records and 16 million invoices in a custom object with a master-detail relationship to the Account. Each account record takes a long time to display due to the rendering time of the invoice related list.

What should the consultant do to solve this issue?

- A. Enable Collapsible Sections for the Invoice related list
- B. Move the invoice related list to a separate tab on the Lightning page.
- C. Convert the Invoice object into a lookup relationship.
- D. Enable indexing on all visible fields on the invoice related list.

Answer: D

NEW QUESTION 168

The sales manager at Cloud Kicks has asked a consultant to create a report to track when opportunities reach a certain stage with an amount equal to \$100,000. The consultant saves the report to the Big Deals folder, which is a subfolder of the Sales Team folder. The Sales Manager role has View access to the Sales Team folder. The sales manager wants to subscribe to the report.

Which permission does the sales manager need to subscribe to the report created by the consultant?

- A. Subscribe to Reports permission
- B. Subscribe to Reports: Set Running User permission
- C. Subscribe to Reports: Add Recipients permission
- D. Subscribe to Reports: Run Reports permission

Answer: A

NEW QUESTION 169

Cloud Kicks (CK) sells Formal and Athletic footwear shoes. CK is using Product Families on Products to associate each product to its corresponding line. CK currently forecasts an Expected Revenue amount that combines all products together.

A consultant is assessing how CK can divide its forecasts by footwear line. Which solution should the consultant recommend to improve CK's forecasts?

- A. Configure a new Forecast Type on Opportunity Product grouped by Product Family.
- B. Configure a new Forecast Type on Opportunity grouped by Product Family.
- C. Use Flow to populate custom Formal and Athletic currency totals, then forecast by these Fields.
- D. Make separate stages and sales processes for each Product Family.

Answer: A

NEW QUESTION 172

Cloud Kicks needs to implement a group of Campaigns that are related to a specific marketing initiative to report on success. What should a consultant recommend to meet the requirement?

- A. Create a custom Campaign Purpose field.
- B. Create a custom Campaign Group object.
- C. Use the existing Parent Campaign field.
- D. Use a Marketing dashboard from the AppExchange.

Answer: D

NEW QUESTION 176

An executive at Cloud Kicks (CK) has asked its admin to create a diagram to show the high level processes the business. CK plans to use the diagram to show the context of a new process within the overall business whole.

What should the admin create to meet this requirement?

- A. Capability Model
- B. Strengths, Weaknesses, Opportunities, Threats (SWOT) Diagram
- C. Suppliers, Imports, Processes, Outputs, Customers (SIPOC) Diagram
- D. Value Stream Map

Answer: A

NEW QUESTION 179

A small company has hired a consultant to plan its Sales Cloud implementation. The company wants to get up and running with Sales Cloud right away. The deadline has yet to be established, and the requirements still need to be defined.

Which project management methodology should a consultant recommend to ensure the implementation is successful?

- A. Six Sigma
- B. Waterfall
- C. Prince2
- D. Agile

Answer: D

NEW QUESTION 180

Universal Containers (UC) has acquired another company that uses Salesforce and is migrating its legacy email alerts, and approval processes.

Which two steps should the consultant perform to maintain data integrity? Choose 2 answers

- A. Enable the Create Audit Fields permission to insert historically accurate records.
- B. Use the Salesforce Approval Process clone feature to migrate approval processes.
- C. Merge the legacy Salesforce org into UC's Salesforce org and migrate the approval processes.
- D. Insert users, and then migrate email alerts and approval processes into UCs Salesforce org.

Answer: AD

NEW QUESTION 185

The Discovery phase with Cloud Kicks (CK) has just ended. CK wants a visual way to see how the new processes will work. CK's process is complex and requires multiple slides.

What should the consultant design to give CK this high-level view?

- A. SIPOC Map
- B. Value Stream Map
- C. Capability Model
- D. Universal Process Notation

Answer: C

NEW QUESTION 189

Which two considerations should be made when deploying dynamic dashboards? Choose 2 answers

- A. Dynamic dashboards must be manually refreshed.
- B. Dynamic dashboards allow all users to view data as any user.
- C. Dynamic dashboards must be saved in public or shared folders.
- D. Dynamic dashboards require users to follow each component.

Answer: BD

NEW QUESTION 194

The sales director at Universal Containers wants to ensure that a custom field on the Lead object is excluded from Einstein Lead Scoring.

How should the consultant meet the requirement?

- A. Exclude the custom field from all page layouts.
- B. Omit the custom field from the scoring model.
- C. Clear the custom field's values on all records.
- D. Make the custom field Read-Only on all profiles.

Answer: B

NEW QUESTION 195

A sales rep notices they can edit some opportunities associated with accounts they own, but is unable to edit other opportunities, although these are associated with accounts they own. Which three reasons could explain the sales rep's experience?

Choose 3 answers

- A. Sharing Rules for opportunities are set to Manager Groups.
- B. Opportunity visibility allows View access to opportunities owned by others and associated with accounts they own.
- C. The organization-wide defaults for opportunities are set to Private.
- D. All provisioned Opportunity object permissions enable Read access with all accounts the sales rep.
- E. Some opportunities associated with the sales rep's account are owned by other users.

Answer: BCE

NEW QUESTION 199

Sales reps at Cloud Kicks are spending too much time coordinating meetings with prospective clients. Which solution should a consultant recommend to schedule meetings more efficiently?

- A. Share the sales reps' Salesforce calendar with clients.
- B. Utilize the Insert Availability feature in Salesforce Inbox.
- C. Ask clients to share their Outlook calendars.
- D. Create a site that clients can access to schedule meetings.

Answer: B

NEW QUESTION 200

Access to opportunities at Cloud Kicks should be restricted. Sales users should only have access to two categories of opportunities: opportunities they own, and opportunities that are tied to accounts they own.

What are two actions a consultant can take to meet the requirement? Choose 2 answers

- A. Set Territory Management to grant Read access to opportunities owned by others.
- B. Set opportunity access on the role to view all opportunities associated with their accounts.
- C. Set organization-wide defaults for opportunities to Private.
- D. Set organization-wide defaults for opportunities to Public Read-Only.

Answer: BC

NEW QUESTION 204

Cloud Kicks is migrating from its current CRM application to Salesforce in phases across various regions. The current CRM application manages customer and pipeline information that resides in a legacy back-end application which needs to be migrated to Salesforce.

Which approach should the consultant use for the source data migration?

- A. Migrate all Contacts, then Opportunities, and then Accounts from the legacy back-end application.
- B. Migrate all Accounts, then Contacts, and then Opportunities from the legacy back-end application.
- C. Migrate all Opportunities, and then associate Accounts and Contacts from the current CRM application.
- D. Migrate all Contacts, then Accounts, and then Opportunities from the current CRM application.

Answer: B

NEW QUESTION 207

Cloud Kicks has recently rolled out Lightning Experience and uses an ERP system as its system of record for customers. When a new Account has its first closed/won opportunity, the ERP system should immediately update with information from the account, contact, and opportunity records related to the Account to record a new customer.

Which option should the consultant recommend to meet the requirement?

- A. Identify AppExchange products that can be deployed to update the ERP with opportunity, account, and contact information from Salesforce.
- B. Configure Outbound message to publish the opportunity wins and update the ERP with opportunity, account, and contact information from Salesforce.
- C. Implement Platform Events to publish opportunity wins to the ESB, which will call back for account, contact, and opportunity information and automatically update the ERP accordingly.
- D. Use enterprise ETL tools to extract closed/won opportunities from Salesforce and update the ERP with opportunity, account, and contact information from Salesforce.

Answer: B

NEW QUESTION 208

Cloud Kicks (CK) acquired a company. The VP of technology wants to migrate all the sales data into CK's Salesforce instance.

Which data migration sequence should the consultant recommend for the objects?

- A. Accounts, Contacts, Opportunities, Products, Product Line Items, Cases, Leads, Campaigns
- B. Contacts, Accounts, Leads, Campaigns, Opportunities, Products, Product Line Items, Cases
- C. Opportunities, Products, Product Line Items, Cases, Leads, Campaigns, Accounts, Contacts
- D. Accounts, Opportunities, Contacts, Products, Product Line Items, Cases, Leads, Campaigns

Answer: A

NEW QUESTION 209

Cloud Kicks currently supports three business lines within a single Salesforce instance:

Running, Athleisure, and Celebrity Co-Branded. The VP of Athleisure controls a large budget and is often able to re-prioritize business stories and 'shadow projects' into releases ahead of other groups.

This topic comes up frequently and often details the monthly project management meeting, which limits the amount of time available to cover other critical topics.

Which two strategies should the consultant recommend to address these issues? Choose 2 answers

- A. Create a weekly All-Hands call, including business and technology resources, to review direction and priority of development.
- B. Divide the development team into three units/tracks to support each line of business independently.
- C. Propose a monthly executive steering committee to manage budget, handle direction questions, and ensure development capacity is split equitably
- D. Change the project management meeting to weekly, and keep the focus on action items, project risks, and resource requests.

Answer: AB

NEW QUESTION 214

Universal Containers continues to see substantial growth year-over-year. Outside sales reps think the* territories are too dense to cover adequately. Leadership

has decided to modify the existing sales territories and hire additional staff to make the account allocations more manageable. So the sales will change from one territory to two or more smaller territories. In these instances, accounts will need to be reassigned to new territories. Sales operations wants to review the territory account assignments and verify the accuracy before the changes are reflected in Sales Cloud. How should the consultant show sales operations what the data will look like after the change?

- A. Use Tableau to geocode account addresses and display on a territory map.
- B. Install the Territory Management Reporting Pack from the AppExchange.
- C. Run the updated assignment rules in Planning State and view the accounts on the territory detail page.
- D. Use Data Loader to export the accounts and make updates in Google Sheets.

Answer: D

NEW QUESTION 216

Cloud Kicks has organization-wide defaults set to Private for Account. With the rollout of Opportunity Teams, what should a consultant consider?

- A. The Opportunity will be implicitly Write for the team,
- B. Opportunity should be set to Public Read/Write first.
- C. Account should be set to Public Read first.
- D. The Opportunity's Account will be implicitly Read for the team.

Answer: D

NEW QUESTION 218

Cloud Kicks (CK) is migrating Account and Contact information from a legacy CRM system into Salesforce using Data Loader. Accounts in the legacy system have a unique ID field that is used to related Contacts to Accounts in the legacy system, CK wants to automatically match these Contacts to the relevant Accounts when loading Contacts into Salesforce.

What should a consultant recommend to meet the requirement?

- A. Create Master-Detail on Contact.
- B. Create Master-Detail on Account.
- C. Create External ID on Contact.
- D. Create External ID on Account.

Answer: D

NEW QUESTION 221

Sometimes, sales reps need to create contacts without accounts based on business processes. What should the consultant take into consideration about these contacts?

- A. Contacts without accounts need to be shared through sharing rules
- B. Contacts without accounts are shared through the Role Hierarchy.
- C. Contacts without accounts are private and only the owner and admin can view them.
- D. Contacts without accounts need to be manually shared.

Answer: C

NEW QUESTION 222

A couple of users at Cloud Kicks (CK) own more than 10,000 records. The CK admin has noticed that making changes to the sharing model is taking increasingly more time.

What are two solutions the consultant should implement to resolve the Issue? Choose 2 answers

- A. Move the users to the top of the role hierarchy.
- B. Move the users to the bottom of the role hierarchy.
- C. Mass transfer the records to another role in the role hierarchy.
- D. Remove the users from the role hierarchy.

Answer: AC

NEW QUESTION 227

Cloud Kicks has decided to implement Sales Cloud Einstein. After setting up Sales Cloud Einstein, a consultant finds some of the features are not enabled.

What are two steps the consultant can take to troubleshoot the issue? Choose 2 answers

- A. Check Sales Cloud Einstein permission set assignments.
- B. Validate the Connected App Details.
- C. Verify Integration User Profile Details
- D. Reconfigure the Einstein Lead Scoring app.

Answer: BC

NEW QUESTION 231

Cloud Kicks (CK) frequently works with contractors for marketing focus groups.

These contractors change companies often, and CK wants to retain its company history through Accounts.

What should the consultant recommend?

- A. Implement the Contacts to Multiple Accounts feature.
- B. Implement Person Accounts to represent the relationship.
- C. Use a junction object to represent the previous companies

D. Use Account Teams associated with the previous companies.

Answer: A

NEW QUESTION 236

Cloud Kicks has a private sharing model on Accounts. Account executives need to ensure that specific users can qualify marketing Opportunities on their Accounts. There can be different users for a given Opportunity. Sales management needs to report on which users are assigned to Opportunities. What should the consultant recommend to the account executives?

- A. Share Opportunities with specific users by granting Read access to Opportunities in their portfolio
- B. Add specific users as Account team members with a role that grants Modify All access.
- C. Add specific users as Opportunity team members with a role that grants Read/Write access
- D. Share Accounts with specific users and their respective teams.

Answer: C

NEW QUESTION 241

Sales managers at Cloud Kicks need to visualize all open opportunities based on the location of the related Account. Which solution should a consultant recommend?

- A. Using Tableau CRM, import a data lens with the State and City for all opportunities.
- B. Enable Location Services and add the Account Address field to the Opportunity page layout.
- C. Create a dashboard that uses a report grouping opportunities by Account.
- D. Using Salesforce Maps, configure a Data Layer showing open opportunities.

Answer: D

NEW QUESTION 244

Universal Containers continues to see substantial growth year-over-year. Outside sales reps think their territories are too dense to cover adequately. Leadership has decided to modify the existing sales territories and hire additional staff to make the account allocations more manageable. Some states will change from one territory to two or more smaller territories. In these instances, accounts will need to be reassigned to new territories. Sales operations wants to review the territory account assignments and verify the accuracy before the changes are reflected in Sales Cloud. How should the consultant show sales operations what the data will look like after the change?

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Answer: C

NEW QUESTION 245

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