

# Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

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#### NEW QUESTION 1

- (Exam Topic 1)

A company frequently has issues with customers that need complex, hands-on technical support with high-priority issues in difficult-to-visit locales. What should be recommended for reliable, real-time support to customers with these restrictions?

- A. Customer Community
- B. Field Service Lightning
- C. SOS Video Chat
- D. Salesforce Knowledge

**Answer:** C

#### NEW QUESTION 2

- (Exam Topic 1)

Universal Containers wants to implement Knowledge to assist agents with the resolution of cases. Which three recommendations should a consultant make to meet this requirement? Choose 3 answers

- A. Enable article customization for open cases.
- B. Enable agents to create their own personal articles.
- C. Enable suggested articles on new cases.
- D. Enable article submission during case close.
- E. Create an email template to send articles as PDF attachments.

**Answer:** CDE

#### NEW QUESTION 3

- (Exam Topic 1)

Universal Containers (UC) created a new mobile app that enables customers to place orders and track fulfillment. UC wants to quickly embed customer service into the new mobile app. Which two features should be added to meet this requirement? Choose 2 answers

- A. Salesforce Knowledgebase
- B. Chatter Groups
- C. Field Service Lightning
- D. Service Cloud SOS

**Answer:** CD

#### NEW QUESTION 4

- (Exam Topic 1)

How can a Contact Center Manager see which Service Representatives have not accepted new Cases recently using the Lightning Service Console?

- A. Omni-Channel Utility Component
- B. Cases report sorted by Rep and Case Owner
- C. Cases report sorted by Rep and Case CreatedDate
- D. Omni-Channel Supervisor tab

**Answer:** D

#### 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 tandardization.

**Answer:** A

#### NEW QUESTION 6

- (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 7

- (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 send to their Regional Sale 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 recommended to meet these requirement?

- 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 8

- (Exam Topic 4)

Universal Containers to plans implement 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 9

- (Exam Topic 4)

Universal Containers wants to equip its sales team with mobile capabilities. The sales team needs to quickly look up contacts, accounts, and opportunities and easily log calls. Due to limited coverage in certain geographic areas, the sales team wants access to customer information even without an Internet connection. Which mobile solution is appropriate for the Universal Containers' sales team?

- A. Custom hybrid App
- B. Salesforce Mobile App
- C. Salesforce Touch App
- D. Salesforce A App

**Answer: B**

#### NEW QUESTION 10

- (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 10

- (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 11

- (Exam Topic 4)

The sales management team of Universal Containers has noticed that opportunities are taking longer to close. Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days. What analytics tool can the sales management team leverage to help determine the cause? Choose 2 answers

- A. Dashboard of opportunity stage duration
- B. Report on the discount approval time for quotes
- C. Dashboard of Month-over-month trend of lead conversions
- D. Report on campaign return on investment (ROI)

**Answer: AB**

#### NEW QUESTION 13

- (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 17

- (Exam Topic 4)

Universal Containers is implementing an entitlement process in its contact center to gain better visibility into how well the company is delivering on customer service level agreements (SLAs). Which two approaches can be used to accomplish this goal? Choose 2 answers

- A. To Display whether a case response complies with a customer's service level agreement.
- B. To monitor the case escalation rule queue to confirm service levels are met.
- C. To represent metrics such as first-response and resolution time on cases.
- D. To identify the customer contact associated with a particular stage of a service contract.

**Answer:** AC

#### NEW QUESTION 19

- (Exam Topic 4)

Universal Containers will be launching a telesales contact center. What are two design considerations? Choose 2 answers

- A. Integration with Lead Generation applications
- B. Integration with Field Service teams and applications
- C. Strategies to maximize call deflection
- D. Performance for high volume of interactions

**Answer:** AD

#### NEW QUESTION 24

- (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 29

- (Exam Topic 4)

Universal Containers management wants to increase the productivity of its sales representatives. How can work.com be used to meet this requirement? Choose 2 answers

- A. Feedback can be given publicly or privately.
- B. Coaching statistics can be linked to reports
- C. Coaching goals can be linked to reports
- D. Feedback can be requested for the entire sales team

**Answer:** AC

#### NEW QUESTION 32

- (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 36

- (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 40

- (Exam Topic 3)

Who would be interested in the "Top 10 Reasons Deals Were Lost" report?

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

**Answer:** A

#### NEW QUESTION 42

- (Exam Topic 4)

Sales management at Universal Containers would like to track the following information:

\* Number of open opportunities in the current quarter by sales representative

\* Number of closed opportunities in the last quarter by sales representatives What should a consultant recommend to meet these requirements?

- A. Create an analytic snapshot
- B. Create a joined report.
- C. Create a dynamic dashboard
- D. Create a summary report with cross filters

**Answer:** B

#### NEW QUESTION 46

- (Exam Topic 4)

The Cloud Kicks Sales Support team manually enters leads into Salesforce throughout the week. It was discovered that many of the leads already exist as Contacts in the system based on matching email address.

This has resulted in high volume of unconverted leads.

Which solution should be used to identify and block future duplicates from being created?

- A. Create a process builder and flow that emails the user of a potential duplicate Contact when a Lead is created.
- B. Build a report that groups leads by email address to identify and merge duplicates
- C. Use Dataloader to import the leads each week instead of entering leads individually.
- D. Activate the Standard Lead Duplicate Rule that matches on both Lead and Contact.

**Answer:** D

#### NEW QUESTION 48

- (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 52

- (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 55

- (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 56**

- (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 58**

- (Exam Topic 3)

Which option best identifies with the Chatter Profile 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:** B

**NEW QUESTION 63**

- (Exam Topic 3)

Sales reps must use the same system to manage calendars and to document meetings.

- A. True
- B. False

**Answer:** B

**NEW QUESTION 67**

- (Exam Topic 3)

Sales methodology means an industry-recognized standard sales process.

- A. True
- B. False

**Answer:** B

**NEW QUESTION 72**

- (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 77**

- (Exam Topic 3)

Arrange the steps to view record related lists in the correct order (using Salesforce Classic).

- A. Open the record or highlight it in the view
- B. Open the menu to display the group of objects associated with the selected record
- C. Select the required type of related records from the displayed objects

**Answer:** ABC

**NEW QUESTION 81**

- (Exam Topic 3)

Sales reps shouldn't be able to edit certain opportunity fields after closed/won stage (fields reserved for sales ops).

- A. Validation rule
- B. Workflow rule
- C. Modify all data privilege -> Sales Ops
- D. Field level security

**Answer:** A

**NEW QUESTION 86**

- (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 90**

- (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 93**

- (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 98**

- (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 100**

- (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 101**

- (Exam Topic 3)

Sales should evaluate lead quality and provide feedback to marketing.

- A. True
- B. False

**Answer:** A

**NEW QUESTION 104**

- (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 109**

- (Exam Topic 3)

Which of the following descriptions best describe Chatter?

- 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:** D

**NEW QUESTION 111**

- (Exam Topic 2)

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

- 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:** E

**NEW QUESTION 112**

- (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 116**

- (Exam Topic 3)

How many additions do you use to clean a record with Data.com?

- A. 5
- B. 12
- C. 1

**Answer:** D

**NEW QUESTION 119**

- (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 120**

- (Exam Topic 2)

Forecast Category "Commit" can be summarized as:

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

**Answer:** B

**NEW QUESTION 124**

- (Exam Topic 2)

Choose the correct statement.

- A. Any salesperson can change their quota at any time.
- B. Only users with the appropriate permissions can change their quota.

**Answer:** B

#### NEW QUESTION 129

- (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 131

- (Exam Topic 2)

What are some common security challenges? (Select all that apply)

- A. Consultants have different beliefs about the optimal level of security for clients
- B. Different industries require and follow different security models
- C. Marketing and sales organizations differ on how they access contacts.
- D. Salesforce users must have access to the right records and only see relevant data.

**Answer:** BCD

#### NEW QUESTION 134

- (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 138

- (Exam Topic 2)

What should access to records be based on?

- A. The org chart
- B. User preference
- C. The org-wide default
- D. Roles and role hierarchy

**Answer:** D

#### NEW QUESTION 142

- (Exam Topic 2)

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

- A. Provide value so users perceive it as a valuable spending of their time.
- B. Be easy to use so users can easily enter data and find information.
- C. Have trusted data.
- D. Be inexpensive so users don't worry about the bottom line when using the application.
- E. Provide both online help and hard copy reference materials to assist users at all times.
- F. Be easy to change through a change ma

**Answer:** ABCF

#### NEW QUESTION 144

- (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 147

- (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 152

- (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 157

- (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 158

- (Exam Topic 2)

Match the following loading option to the description of when to use it. "Import Wizard"

- 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:** B

#### NEW QUESTION 160

- (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 161

- (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 165

- (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 170

- (Exam Topic 2)

Which of the following statements about Standard and Custom Price Books are accurate? (Select all that apply)

- A. A Standard Price Book includes a master list of all Products with their associated Standard Prices.
- B. A Custom Price Book includes a master list of all Products with their associated Custom Prices.
- C. A Custom Price Book is a subset of the Products listed in the Standard Price Book.

**Answer:** AC

#### NEW QUESTION 171

- (Exam Topic 2)

Force.com allows you to bring your custom interface to any support device.

- A. True
- B. False

**Answer:** A

#### NEW QUESTION 174

- (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 178

- (Exam Topic 2)

Your company has decided they want to track payment and deliveries for their products and services. Place the steps in order:

- A. Set up default schedules for any products that involve regular payments or delivery.
- B. Do not set up default schedules for products that involve payments or deliveries that are unique to each opportunity.
- C. Enable Scheduling for all products.

**Answer:** ABC

#### NEW QUESTION 181

- (Exam Topic 2)

Who is most interested in visibility, no surprises, and system ROI?

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

**Answer:** B

#### NEW QUESTION 186

- (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 189

- (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 194

- (Exam Topic 1)

Universal Containers uses Live Agent to interact with customers. Service Reps complain that it takes too much time to end the chat and close the case. Which two features should a Consultant recommend to address this concern? Choose 2 answers

- A. Visual Workflow
- B. Lightning Guided Engagement
- C. Quick Text
- D. Macros

**Answer:** CD

#### NEW QUESTION 196

- (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 200

- (Exam Topic 2)

You have an Opportunity in the Value Proposition stage, for an amount of \$1,000 that has a 50% Probability of closing. If all goes well, and this Opportunity closes, how much revenue will be realized?

- A. \$1,000
- B. \$500
- C. \$750

**Answer:** A

#### NEW QUESTION 201

- (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 tray 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 204

- (Exam Topic 2)

What is clean data?

- A. Data that is trusted by the user
- B. Data that is freshly entered
- C. Data that is used by a single role
- D. Data that is entered by an admin
- E. Data that is independent of other data

**Answer:** A

#### NEW QUESTION 207

- (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 208

- (Exam Topic 2)

Which of the following statements are true about the Opportunity field, "Stage"? (Select all that apply)

- A. There are 10 default stage values, based on a commonly used sales methodology.
- B. The list of default stage values cannot be edited or added.
- C. There are other sales methodologies that can be downloaded from the App Exchange and used within Salesforce

**Answer:** AC

**NEW QUESTION 211**

- (Exam Topic 2)

How many reports should you design for optimal usability?

- A. Five to seven reports per role
- B. As many as needed per role, without over whelming users
- C. The more the better, as long as you are using a clear naming convention
- D. Up to 10 reports per role

**Answer:** B

**NEW QUESTION 213**

- (Exam Topic 2)

The stage field is mapped to a value for the Forecast Category field and this can never be changed in an opportunity.

- A. True
- B. False

**Answer:** B

**NEW QUESTION 216**

- (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 217**

- (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 218**

- (Exam Topic 2)

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

- A. True
- B. False

**Answer:** A

**NEW QUESTION 223**

- (Exam Topic 2)

Your company sells large mainframes that are delivered in one delivery but are paid for with several regular installments. What type of schedule should you set up?

- A. Default Quantity Schedule
- B. Default Revenue Schedule
- C. Default Revenue and Quantity Schedule
- D. Don't create any default schedule

**Answer:** B

**NEW QUESTION 227**

- (Exam Topic 2)

Match the following loading option to the description of when to use it. "Manual Entry"

- 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:** D

**NEW QUESTION 231**

- (Exam Topic 1)

When Service Reps view a Case, they often need to see the Case History of other Cases for that same Account. How should a Consultant configure the Lightning Service Console to support this requirement?

- A. Account tabs and Cases tab
- B. Case tabs with Account subtabs
- C. Account tab with Cases related list
- D. Account tabs with Case Subtabs

**Answer:** C

**NEW QUESTION 232**

- (Exam Topic 1)

Universal Containers has built a custom Visualforce page called "Knowledge" that is used internally to access Classic Knowledge. Which two steps must be taken to ensure the Visualforce page continues to work after migrating to Lightning Knowledge?

Choose 2 answers

- A. Remove Apex code references to the Article RecordType field.
- B. Configure the Visualforce page to use the Lightning Design System.
- C. Rename the Visualforce page to "Lightning Knowledge"
- D. Remove Apex code references to the ArticleType field.

**Answer:** BC

**NEW QUESTION 236**

- (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 241**

- (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 242**

- (Exam Topic 1)

Field engineers often need to access current inventory levels of products the customer has purchased while at customer sites.

Which solution should a Consultant recommend to meet this requirement?

- A. Implement Field Service Lightning.
- B. Integrate with an enterprise resource planning system.
- C. Develop and publish a knowledge management system
- D. Configure Visual Flows on Salesforce mobile.

**Answer:** B

**NEW QUESTION 243**

- (Exam Topic 1)

Universal Containers runs a support operation with multiple call centers. The Support Manager wants to measure first-call resolution by call center location, agent, and calendar month.

Which reporting solution should the Consultant recommend?

- A. Create a list view report that includes fields for call center location, agent, calendar month, and first-call resolution.
- B. Create a reporting snapshot that includes fields for call center location, agent, calendar month, and first-call resolution.
- C. Create a joined report that includes fields for call center location, agent, calendar month, and first-call resolution.
- D. Create a matrix report that includes fields for call center location, agent, calendar month, and first-call resolution.

**Answer:** D

#### NEW QUESTION 244

- (Exam Topic 1)

Which three are characteristics of Visual Workflow? Choose 3 answers

- A. Apex code must be used to update fields in the database.
- B. Elements can be used to pass data to legacy systems.
- C. Apex code must be used to pass data to legacy systems.
- D. Only one version of a flow can be activated at a time.
- E. Elements can be used to update fields in the database.

**Answer:** ABD

#### NEW QUESTION 248

- (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 253

- (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 254

- (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 258

- (Exam Topic 1)

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

Which approach should be used for the data migration?

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

**Answer:** D

#### NEW QUESTION 261

- (Exam Topic 1)

Universal Containers wants to implement Omni Channel within Service Cloud for its representatives. What is the first step required to configure Omni Channel?

- A. Enable Omni Channel in Setup.
- B. Assign Users to the Omni Channel Feature License.
- C. Assign Users to Omni Channel permissions.
- D. Contact Salesforce to have Omni Channel enabled.

**Answer:** A

#### NEW QUESTION 266

- (Exam Topic 1)

Universal Containers wants customers to have the ability to log cases with structured data and route based on Urgency and Product Line. How should a Consultant accomplish this?

- A. Standard Email-to-Case with assignment rules

- B. Lightning Email with web routing prioritization
- C. Omni-Channel with prioritized queues
- D. Standard Web-to-Case with assignment rules

**Answer:** A

#### NEW QUESTION 271

- (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 272

- (Exam Topic 1)

Which two capabilities of Lightning Knowledge ensure accurate content in Articles? Choose 2 answers

- A. Approval Process that assigns an Article to a Reviewer Queue.
- B. Knowledge Action to Publish an Article once the Article is approved.
- C. Validation Rules for article record types to verify all fields during creation.
- D. Data Category to assign an article record type to a Reviewer.

**Answer:** AC

#### NEW QUESTION 276

- (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 279

- (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 281

- (Exam Topic 1)

What are three best practices that should be used when deploying Salesforce functionality to production? Choose 3 answers

- A. Ensure that at least 60% of the code is covered by unit tests before deploying to production.
- B. Plan and communicate the deployment to all users of the organization in advance.
- C. Select a window of time when users will NOT be making changes to the organization.
- D. Ensure all users refrain from logging into production for an entire day prior to deployment.
- E. Migrate a test deployment to a staging environment for a smoother real-life experience.

**Answer:** BCE

#### NEW QUESTION 282

- (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 285

- (Exam Topic 4)

Universal Containers has launched an initiative to increase the number of leads being qualified each week, the number of activities being created for each opportunity, and the opportunity win rate. The Vice President (VP) of Sales would like to receive a daily update on the progress being made towards these goals. What solution should a consultant recommend to accomplish this?

- A. Build three reports for the lead, activity, and opportunity information; have them automatically refreshed U daily.
- B. Build three reports for the lead, activity, and opportunity information; add them to a dashboard to be L-' emailed daily to the VP of Sales.
- C. Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter.
- D. Build a joined report to show the lead, Activity and Opportunity information, scheduled it to email daily to u VP of sales.

Answer: D

#### NEW QUESTION 286

- (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 291

- (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 295

- (Exam Topic 4)

Cloud Kicks is concerned that the sales team is taking longer to close Opportunities each month is comparison to the same time last year. The VP Sales wants to determine the number of closed deals on a monthly basis and compare the month-over-month results. Which two actions should the Consultant take to create a solution? Choose 2 answers

- A. Schedule an analytic snapshot of the Opportunity object to run monthly.
- B. Create a custom Opportunity report using custom formula fields for the stage closed/won.
- C. Create a dashboard component; schedule the dashboard to refresh monthly.
- D. Create a report based on the Opportunity snapshot.
- E. Schedule an analytic snapshot of the Opportunity history object run monthly.

Answer: AD

#### NEW QUESTION 299

- (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 303

- (Exam Topic 4)

A consultant is implementing a new Sales Cloud instance for Cloud Kicks that has a public sharing model for accounts. Different sales representatives own local accounts that create a multi-level Account hierarchy. Cloud Kicks needs to see the total number of closed won opportunities and the revenue value for all accounts in the hierarchy when viewing a parent account. Which recommendation will meet this viewing requirement?

- A. Create a Roll-up Summary field on the parent account displaying the total value of won opportunity from the child accounts
- B. Configure Apex to update a custom field on the parent account with the total value of won opportunities from the child ^ accounts
- C. Configure a link on the account that will open a list view showing the total value of open opportunities for all accounts in the ^ hierarchy
- D. Create a workflow rule to update the custom field on the parent account displaying the total value of won opportunities from ^ the child account

**Answer:** A

#### NEW QUESTION 307

- (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 310

- (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 315

- (Exam Topic 4)

The sales at Cloud Kicks needs to track the number of retail locations for each of its Leads. Once the Lead is converted, the sales team wants to see the number of retail locations related to its customer. The service team also wants to view this information. Which two actions should the Consultant take to meet this requirement? Choose 2 answers

- A. Create a rollup field on the Account to calculate the number of retail locations.
- B. Map the custom field from the Lead object to the custom field on the Account object during lead conversion.
- C. Update the Account with number of retail locations after it has been converted.
- D. Create custom fields on the Account and Lead objects to store the number of retail locations.
- E. Map the custom field from the Lead object to the standard field on the Account object during lead conversion.

**Answer:** BD

#### NEW QUESTION 319

- (Exam Topic 4)

A sales manager for one of Cloud Kicks' sales territories is unable to see a forecast for the current quarter. What will resolve this problem?

- A. Suggest the opportunity owner share the opportunity with the sales manager.
- B. Select the correct forecast from the user record.
- C. Add the sales manager to the forecasting public group.
- D. Set the forecast manager for this territory.

**Answer:** D

#### NEW QUESTION 321

- (Exam Topic 4)

One business unit at Universal Containers has been using Service Cloud for several years. While migrating another business unit to the platform, a System Administrator incorrectly imported 200,000 case records, which created significant data corruption to existing records. The most recent data backup available is more than 90 days old. Which option should the Consultant recommend?

- A. Restore the data using the available backup
- B. Manually update the corrupt data to correct it
- C. Use Data Loader to delete the corrupt data
- D. Log a Data Recovery case with Salesforce Support

**Answer:** D

#### NEW QUESTION 326

- (Exam Topic 4)

A Consultant is implementing a new Sales Cloud instance for Cloud Kicks that has a public sharing model for Accounts. Different sal.. Accounts that create a multi-level Account Hierarchy. Cloud Kicks needs to see the total number of closed won Opportunities and the.. in the hierarchy when viewing a parent Account. Which recommendation will meet this viewing requirement?

- A. Create a workflow rule to update the custom field on the parent Account, displaying the total value of won Op.. Accounts.
- B. Configure a link on the Account that will open a list view showing the total value of open Opportunities for all..
- C. Configure Apex to update a custom field on the parent Account with the total value of won Opportunities from..
- D. Create a Roll-up Summary field on the parent Account, displaying the total value of won Opportunities from t..

**Answer:** B

#### NEW QUESTION 331

- (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 332

- (Exam Topic 4)

Universal Containers wants to implement best practices for its customer support teams and has decided to follow a Knowledge Centered Support (KCS) methodology Which two benefits can be expected from KCS adoption? Choose 2 answers

- A. A knowledge article life cycle that is implemented correctly the first time and does not need to change
- B. A knowledge article life cycle that evolves based on usage and demand
- C. Reduced issue resolution time
- D. Reduced first contact resolution

**Answer:** CD

#### NEW QUESTION 333

- (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 334

- (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 339

- (Exam Topic 4)

The Cloud Kicks sales team collaborates on Opportunities, which helps the team succeed and close more deals.

What should the Consultant configure to allow contributing sales team members to share in the revenue from closed Opportunities?

- A. Add the Opportunities to a campaign.
- B. Add the contributors to the Opportunity's contact role related list.
- C. Create quick actions to create child Opportunities.
- D. Enable Opportunity Splits from Setup.

**Answer:** D

#### NEW QUESTION 340

- (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 345

- (Exam Topic 4)

The sales management at UC is reviewing the quality of leads generated from marketing campaigns. What information is available to assist with this type of analysis? Choose 2 answers:

- A. Average number of activities required to convert leads to opportunities
- B. Percentage of leads that could not be contacted due to bad data
- C. Percentage of leads converted to opportunities
- D. Average amount of time required to convert leads to opportunities

**Answer:** AB

#### NEW QUESTION 346

- (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 348

- (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 349

- (Exam Topic 4)

Universal Containers wants to improve the information profile of its current Contacts in salesforce by using social networking application (e.g. LinkedIn or Twitter) to add the information currently gathered for accounts, contacts and leads. Which solution should a consultant recommend to meet this requirement?

- A. Enable social Accounts and Contacts to link records to social profiles.
- B. Enable the salesforce to Social network API connection to sync records.
- C. Define the social network fields and enabled then for account, contacts and leads.
- D. Create custom fields that hold URL links to the social profile of accounts, contacts and leads.

**Answer:** A

#### NEW QUESTION 353

- (Exam Topic 4)

UC manages its sales pipeline using Salesforce. However, when an opportunity moves to the closed lost stage, the company would like to enforce that the expected revenue value be \$0 in reports. Which solution should a consultant recommended to meet this requirement?

- A. Create a validation rule to verify that the forecast probability for closed/lost opportunities is 0%.
- B. Define a workflow rule to set the forecast category to omitted when the opportunity stage is closed/lost.
- C. Define a workflow rule to set the expected revenue field to \$0 when the opportunity stage is closed/lost.
- D. Create a dependency between stage and forecast category to enforce the omitted value for closed/lost stages.

**Answer:** D

#### NEW QUESTION 356

- (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 360

- (Exam Topic 4)

Universal Containers is implementing Salesforce and plans to migrate several marketing campaigns from a legacy system. Which approach would a consultant recommend to ensure that the campaign and campaign member data is accurately maintained?

- A. Create external ID fields for campaigns, leads, and contacts

- B. Create external ID fields for campaigns, leads, and accounts.
- C. Create external ID fields for campaigns, accounts, and contacts.
- D. Create external ID fields for campaigns, campaign members, and accounts.

**Answer:** A

#### NEW QUESTION 363

- (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 365

- (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 370

- (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 371

- (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 374

- (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. Salesforcel Sites
- D. Force.com Sites

**Answer:** A

#### NEW QUESTION 376

- (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 378

- (Exam Topic 4)

Universal Containers is nearing the end of a quarter and the committed forecast is well below target. In order to identify additional sales opportunities. Universal Containers needs to track the competitor products used by its customers so it can sell into those customer accounts. Where should the competitor product information be tracked?

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

**Answer:** A

#### NEW QUESTION 383

- (Exam Topic 4)

What is the capability of Data.com Clean? (3 answers)

- A. Select account, contact, and lead records from a list, and clean them all at once
- B. Manually compare individual Salesforce records side by side with matched Data.com records, and update Salesforce records field by field
- C. Data.com can be used on both Normal and Person Accounts
- D. Accounts must be cleaned before cleaning Contacts, and Leads can either be cleaned before or after
- E. Configure and run automated Clean jobs to flag field value differences on Salesforce records, fill blank fields, overwrite field values

**Answer:** ABE

#### NEW QUESTION 388

- (Exam Topic 4)

Universal Containers manages opportunity forecasts using the standard forecast categories in Salesforce customizable forecasting. Each sales stage is aligned with a forecast category. When reviewing the forecast, Universal Containers wants the roll-up of just the opportunities that are in pipeline, best case, and commit. What number in the forecast would provide Universal Containers with the appropriate information?

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

**Answer:** A

#### NEW QUESTION 392

- (Exam Topic 4)

UC uses an approval process on Opportunity to streamline approvals. Sales management needs to analyse the numbers of opportunities at each step in the approval Process. What Solution will support this request?

- A. Create an approval process report and group by opportunity and approval step.
- B. Create an opportunity with approvals report and filter by approval step.
- C. Use a field update to capture the approval step on the opportunities for reporting.
- D. Add a roll-up summary field for approvals related to opportunities for reporting.

**Answer:** A

#### NEW QUESTION 394

- (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 396

- (Exam Topic 4)

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

- A. Company financial information.
- B. List of required objects and fields.

- C. Key reports from the current system.
- D. Organizational chart with titles.

**Answer:** BCD

#### NEW QUESTION 399

- (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 402

- (Exam Topic 4)

UC has three sales divisions: hardware, software, and consulting. The hardware and software divisions follow a ten-step sales process. The consulting division follows an eight-step sales process and does not use the prospecting or perception analysis stages during the sales cycle. What should a consultant recommend to support these requirements? Choose 3 answers

- A. Create sales processe
- B. .
- C. Create record types.
- D. Create separate page layouts
- E. Create separate stage fields .
- F. Define stage picklist values.

**Answer:** ABE

#### NEW QUESTION 406

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

**Answer:** B

#### NEW QUESTION 410

- (Exam Topic 4)

Universal Containers uses Salesforce for Outlook to synchronize contacts between Microsoft Outlook and Salesforce. The executive team wants to ensure that user's personal contacts in Microsoft Outlook are not synced with Salesforce. Which solution should a consultant recommend to meet this business requirement? Choose 2 answers

- A. Train users to assign personal contacts in Microsoft Outlook to the Don't Sync with Salesforce category.
- B. Train users to manually remove personal contacts from Salesforce after syncing with Microsoft Outlook.
- C. Train users to mark personal contacts as private in Microsoft Outlook and choose not to sync private contacts in Salesforce.
- D. Train users to sync personal contacts in Salesforce using one-way synchronization from Salesforce to Microsoft Outlook.

**Answer:** AC

#### NEW QUESTION 413

- (Exam Topic 4)

Sales representatives at Universal Containers log activates 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 418

- (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 419

- (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 420

- (Exam Topic 4)

Universal Containers has configured 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 Rep the appropriate access to an opportunity?

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

**Answer:** D

#### NEW QUESTION 425

- (Exam Topic 4)

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

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

**Answer:** C

#### NEW QUESTION 429

- (Exam Topic 4)

AConsultant 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 432

- (Exam Topic 4)

Universal Containers would like to implement a solution to hold service reps accountable to customer Service level agreements. Which two steps are necessary to satisfy this requirement? Choose 2 answers

- A. Set up Milestones
- B. Enable Work Orders
- C. Configure Service Contracts
- D. Create an Entitlement Process

**Answer:** AD

#### NEW QUESTION 434

- (Exam Topic 4)

The Universal Containers contact Center offers support through phone, email, public website, and a Community. The contact center manager wants to demonstrate the success of recent self-service initiatives to executive management. Which two Reports should the contact center manager present to executive management? Choose 2 Answers

- A. Number of cases created using Communities
- B. Number of IVR inquiries without agent involvement
- C. Average call handle time by team
- D. Number of cases closed by self-service users.

**Answer:** AD

**NEW QUESTION 438**

- (Exam Topic 4)

Universal publications are a publishing house that sells online subscriptions for its leading magazine. Customers can make a single Payment, or set up to pay weekly, monthly or quarterly. Universal Publications wants to use opportunities to track and report on these subscription deals. What should a consultant recommend to meet this requirement?

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

**Answer:** A

**NEW QUESTION 441**

- (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 445**

- (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 449**

- (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 452**

- (Exam Topic 4)

UC requires that account plans be created for all accounts. The account plans have been set up as a custom object with a lookup relationship. The sharing model is private for account plans. UC would like to assign the same access to the account plan record as to the associated account. What solution should a consultant recommend for these scenarios?

- A. Modify the account plans object to be in a master-detail relationship with accounts.
- B. Create a trigger on account plans that adds a manual share automatically to the account owner.
- C. Create sales team users with read access to the account plans object.
- D. Apply manual sharing to the account owner after each account plans record is created.

**Answer:** A

**NEW QUESTION 453**

- (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 455

- (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 458

- (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 462

- (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 467

- (Exam Topic 4)

Cloud Kicks needs to forecast on monthly business that closes and details of open opportunities on a weekly basis. The VP of Sales asks the business analyst to review how the sales funnel is changing month over months. Which two actions should the Consultant take to meet this requirement? Choose 2 answers

- A. Configure a reporting snapshot to run daily.
- B. Create a custom object to store the results in
- C. Schedule a custom forecast report to run weekly
- D. Create a custom report folder to store the results in.
- E. Configure a report snapshot to run weekly.

**Answer:** BE

#### NEW QUESTION 471

- (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 474

- (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 477

- (Exam Topic 4)

UC would like to capture qualification information for new leads (e.g., whether or not the person is a decision maker). This information should also appear in the contact record once the lead has been converted. Which approach should a consultant recommend?

- A. Create a custom field on the lead object and contact object; advise users to select it for transfer during conversion
- B. Create a custom field on the lead object and contact object: utilize a trigger to transfer the value after conversion .
- C. Create a custom field on the lead object and contact object: configure mapping of these two fields for conversion
- D. Create a custom field on the lead object and contact object: these field will be mapped automatically during conversion

**Answer:** C

#### NEW QUESTION 481

- (Exam Topic 4)

NTO wants the ability to share documents related to an opportunity, such as contracts and proposals with the field sales team. NTO currently has a private sharing model. How should the documents be shared efficiently and securely?

- A. Upload to Salesforce Files and shared with the field sales organization
- B. Emailed to the sales team on the opportunity record
- C. Uploaded to a library that is shared with the field sales organization
- D. Uploaded to salesforce files from the opportunity record

**Answer:** C

#### NEW QUESTION 484

- (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 488

- (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 492

- (Exam Topic 4)

Universal Containers has a public sharing model for accounts and uses the parent account field to create a multi-level account hierarchy. When viewing a parent account, the company would like to see the total value of open opportunities for all accounts in the hierarchy. What solution should a consultant recommend to meet this requirement?

- A. Use apex to update a custom field on the parent account with the total value of open opportunities from the child accounts.
- B. Create a roll-up summary field on the parent account showing the total value of open opportunities from the child accounts.
- C. Define a workflow rule to update the custom field on the parent account with the total value of open opportunities from the child accounts.
- D. Create a link on the account that opens a report showing the total value of open opportunities for all the accounts in the hierarchy.

**Answer:** A

#### NEW QUESTION 495

- (Exam Topic 4)

Cloud Kicks is expanding to international markets, but some products are not visible in the international price book. Which two steps should be taken? Choose 2 answers

- A. Check to ensure the products have been added to the price book.
- B. Activate the products in the price book.
- C. Check that the products have a SO list price
- D. Check that the products have a standard price in the list price field.
- E. Activate the price book

**Answer:** AB

#### NEW QUESTION 496

- (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 500

- (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 504

- (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 509

- (Exam Topic 4)

AConsultant has created a custom formula field on Opportunity that multiplies the Opportunity Amount by the Account's Discount field. Which Currency will the formula field use for its value if the Opportunity and the Account records have different Currencies?

- A. The User currency
- B. The Corporate currency
- C. The Account currency
- D. The Opportunity currency

**Answer:** D

#### NEW QUESTION 511

- (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 follow 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 516

- (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 520

- (Exam Topic 4)

A Salesforce partner regularly works with Salesforce Account Executives to close deals with clients that are looking for a partner to implement Sales Cloud. As

new partner sales reps are on-boarded, they spend quite a bit of time trying to determine which Account Executive maps to which Accounts and Opportunities. What should the Consultant recommend when rolling this out?

- A. Add a Lookup field on the Opportunity to indicate Partner Executives
- B. Add the Title field to all Contact Layout
- C. Implement Account Contact Roles
- D. Implement Account Partner Roles

**Answer:** C

#### NEW QUESTION 524

- (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 528

- (Exam Topic 4)

Universal Containers determines that opportunities are taking longer to close than in the past. Which action should sales management take to determine the reason behind the additional time to close? Select two answers.

- A. Examine user login rates and the activity on open opportunity records.
- B. Review the budget allocated to marketing campaigns.
- C. Evaluate whether lead conversion rates have decreased over time.
- D. Build a dashboard to display opportunity stage duration.

**Answer:** AD

#### NEW QUESTION 532

- (Exam Topic 4)

Customer Support Agents are frustrated with how they interact with their current case management solution and have asked for a more streamlined way to manage and view cases. Which solution will improve productivity and allow the Agents to quickly create and view notes, log calls, update cases, and communicate with customer?

- A. Create a Salesforce Classic Quick Actions
- B. Add a Visualforce page to the Case layout
- C. Configure the Case highlights panel
- D. Configure Case Feed page layouts9

**Answer:** B

#### NEW QUESTION 535

- (Exam Topic 4)

Universal Containers has just enabled advanced currency management. The Vice-president (VP) of Asia Pacific Sales wants to view currency in opportunity revenue reports in both the corporate currency of USE and the relevant country's currency. The VP of Asia Pacific Sales uses USE as the default currency. What solution should a consultant recommend to meet this requirement?

- A. Create a dashboard and set the display currency to show all currencies for Asia Pacific.
- B. Create an opportunity revenue report for each country and use a Joined report to display values.
- C. Create a dashboard and a dashboard filter to only display Asia Pacific currencies.
- D. Create an opportunity revenue report and include the amount and converted amount values.

**Answer:** D

#### NEW QUESTION 537

- (Exam Topic 4)

The Cloud Kicks Marketing Team purchased a marketing automation tool and are implementing a Lead qualification process. The Sales Director provided key attributes and activity history of the ideal Lead. What can Marketing do with this information to implement an automated solution?

- A. Create reports based off the provided Sales metrics in the marketing automation tool and train Marketing users to identify and qualify Leads
- B. Add fields for all key attributes to the Lead object and make them required
- C. Set up the marketing tool to send any prospects to Salesforce and have Sales Reps assist in the qualification process
- D. Develop the Lead score and grade based off the provided information to automatically determine when aLead should become qualified

**Answer:** D

#### NEW QUESTION 540

- (Exam Topic 4)

Sales management at Universal Containers wants product managers to become more involved with sales deals that are being delayed in the negotiation stage of the sales process. Product managers need to understand the details of specific sales deals, and address product capability and roadmap questions with

customers. What solution should a consultant recommend to help product managers engage in sales deals? Choose 2 answers

- A. Add the opportunity team, product managers, and customers to libraries containing files relevant to sales u deals
- B. Use an assignment rule to notify product managers when opportunities are updated
- C. Create a chatter group to share product information with sales team, product managers, and customers
- D. @mention product managers in chatter posts on relevant sales deals

**Answer:** AC

#### NEW QUESTION 545

- (Exam Topic 4)

Universal Containers wants to prevent sales users from modifying certain opportunity fields when the sales stage has reached Negotiation/Review. However sales directors must able to edit these fields in case last minute updates are required. Which solution should a consultant recommended?

- A. Create a validation rule to enforce field access based on the sales stage and profile.
- B. Create a Workflow rule to enable field access for the sales directors based on sales stage.
- C. Modify the profile for sales directors to enable the "Modify AH" object permission for the opportunities.
- D. Change the field level security for the sales rep to restrict field's access based on the sales stage.

**Answer:** A

#### NEW QUESTION 550

- (Exam Topic 4)

The Consultant at Cloud Kicks has successfully implemented the Einstein lead Scoring feature and now wants to measure the effectiveness and track lead conversation rates. Which three standard dashboards are available? Choose 3 answers

- A. Lead Scores by Created Date
- B. Conversion Rate by Lead Source
- C. Lead score Distribution
- D. Conversion Rate by Lead Score
- E. Average Lead Score by Lead Source

**Answer:** CDE

#### NEW QUESTION 553

- (Exam Topic 4)

Cloud Kicks wants to utilize Opportunities to report and track subscriptions to its "Shoe of the Month" club. Subscribers can pay in full (all at one time), weekly, monthly, or quarterly. Which solution should the Consultant recommend to meet Cloud Kicks' need?

- A. Enable schedules on the Product object.
- B. Configure the use of contracts with a lookup to the Opportunity object.
- C. Configure the use of assets with a lookup to the Opportunity object.
- D. Enable schedules on the Opportunity object.

**Answer:** A

#### NEW QUESTION 554

- (Exam Topic 4)

Universal containers uses a custom object named Insight, which is the child in a master-detail relationship with the opportunity object. Sales teams use this object to create requests for analysts who conduct supporting research regarding an opportunity. Sales teams use Salesforcel mobile app and want to easily create new insight records from their phones. What should a consultant recommend to meet this requirement?

- A. Create a related list button
- B. Create a publisher action
- C. Create a visualforce page
- D. Create a custom object tab

**Answer:** D

#### NEW QUESTION 559

- (Exam Topic 4)

The sales management team at Universal Containers wants to monitor the progress of high-value sales deals and enable collaboration with cross-functional teams to help remove any obstacles. Which feature should a consultant recommend to meet these requirements? Choose 2 answers:

- A. Enable Big Deal Alerts.
- B. Allow Chatter feed tracking on opportunities.
- C. Enable Chatter feed on similar opportunities.
- D. Use opportunity update reminders.

**Answer:** AB

#### NEW QUESTION 563

- (Exam Topic 4)

Cloud Kicks is undergoing a GDPR-focused implementation to ensure access to personal information data is limited to only users who need access to a company's account. Cloud Kicks has a private Account model.

How should the Consultant provide specific Account access to the Renewals and Sales Operation teams?

- A. Create Renewals and Sales Operation Account team member roles and have Sales allocate Account team members to the appropriate users.
- B. Create a role-based sharing rule to share all Account with the Sales Operations and Renewals roles.
- C. Add Renewals and Sales Operations team members to a sales user's default Opportunity team.
- D. Create a criteria-based sharing rule to share Accounts with the Sales Operations and Renewals public groups.

**Answer:** A

#### NEW QUESTION 567

- (Exam Topic 4)

Sales management needs to measure sales performance by comparing the amount of business closed by each sales representative against assigned quotas. Which metric will provide the required data? Select two answers.

- A. Number of opportunities in the forecast by sales representative
- B. Percentage of closed opportunities by sales representative
- C. Percentage of quota attained by sales representative
- D. Quarterly forecast summary by sales representative

**Answer:** CD

#### NEW QUESTION 568

- (Exam Topic 4)

Universal containers use forecasts and closes business monthly, and it needs to store the details of open opportunities weekly. The sales management team wants to analyze how the sales funnel is changing throughout the month. What should a consultant recommend to meet this requirement?

- A. Schedule a custom forecast report to run daily and store the results in a custom report folder.
- B. Create an analytic snapshot run weekly and store the results in a custom object
- C. Create an analytic snapshot to run daily and store the results in a custom object.
- D. Schedule a custom forecast report to run weekly and store the results in a custom report folder

**Answer:** B

#### NEW QUESTION 570

- (Exam Topic 4)

Sales representatives at universal containers want to share product specification with customers who do not have salesforce access. These customers should only be allowed to preview the document in the browser without download permissions. What solution should a consultant recommend to meet this requirement?

- A. Upload the file to content and disable the download delivery option.
- B. Upload the file to documents and enable the externally available option.
- C. Upload the file to chatter files and disable the download delivery option.
- D. Upload the file to chatter files and enable the password protection option.

**Answer:** A

#### NEW QUESTION 573

- (Exam Topic 4)

What Sales Cloud feature would allow UP to track which campaigns are related to a specific program initiative?

- A. Campaign members
- B. Campaign hierarchy
- C. Contact roles
- D. Campaign influence

**Answer:** B

#### NEW QUESTION 578

- (Exam Topic 4)

Universal Containers wants to improve the accuracy of its current sales forecast. It also wants to improve the relevance of its sales stages and the role they play in the sales process. How should the relationships between the various elements of the sales process be defined to meet these requirements?

- A. Map appropriate sales stage to opportunity stage; assign accurate forecast probability
- B. Map opportunity stages to forecast categories; assign accurate probability to each stage.
- C. Map forecast probability to opportunity probability; assign appropriate sales stage
- D. Map sales probability values to forecast categories; assign sales stages accurate percentages

**Answer:** B

#### NEW QUESTION 581

- (Exam Topic 4)

UC wants to use its customer portal to allow customers to provide suggested changes to products and comment on other people's suggestions. What Salesforce feature supports this?

A.

**Answer:** D

**Explanation:**

- B. Chatter
- C. Solutions
- D. Ideas

#### NEW QUESTION 584

- (Exam Topic 4)

Universal Containers knows it will be adding new Cases at a rate of 4-6 million per year and wants to maintain performance over time. Which two recommended techniques should be utilized? Choose 2 Answers

- A. Ask contact center managers to review data each quarter to possibly delete
- B. Write an Apex trigger that deletes one case each time a new case is created
- C. Create a data retention plan that archives or purges cases at regular intervals
- D. Optimize queries to reduce the scope of Cases included with each search

**Answer:** CD

#### NEW QUESTION 588

- (Exam Topic 4)

ACloud Kicks sales team based in the U.S. is working on business development to grow market share in Australia. The organization has multicurrency enabled and has added the Australian Dollar as an available currency. How can the Consultant allow the sales team to report on Australian deal values in USD?

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

**Answer:** D

#### NEW QUESTION 593

- (Exam Topic 4)

UC processes its orders through a separate system from Salesforce but would like to integrate the order history data into Salesforce. This would give sales representatives a view of all past orders by account. Which solution should a consultant recommend?

- A. Create an order history object with a relationship to accounts.
- B. Create a closed opportunity record type for each order history record.
- C. Configure the opportunity history object to hold order history data.
- D. Configure the quote object to hold the order history data.

**Answer:** A

#### NEW QUESTION 598

- (Exam Topic 4)

The Universal Containers Contact Center has Customer Support Agents who speak Spanish and wants all cases where Spanish is the preferred language to be handled by these agents in real time. Universal Containers allows customers to contact agents through phone and chat. Which Solution should be implemented to support this?

- A. Visual Workflow
- B. Omni-Channel
- C. Case Auto-Response Rules
- D. Case Assignment Rules

**Answer:** B

#### NEW QUESTION 601

- (Exam Topic 4)

During the Cloud Deploy phase, end users are complaining that they have a new system to log into, and it's holding up training. What is the likely cause of these complaints?

- A. Cloud Kicks did not gain buy-in during the Analyze phase and the did not build buzz during the Build and Validate phase.
- B. Cloud Kicks did not gain buy-in during the Design phase the solution was not designed.
- C. A communication plan was not designed during the Plan phase and buzz was not generated during the Deploy phase.
- D. A training plan was not made during the Validate phase and buzz was not during the Design and Validate phase.

**Answer:** C

#### NEW QUESTION 603

- (Exam Topic 4)

Universal Containers forecasts and closes business monthly, and it needs to store the details of open opportunities weekly. The sales management team wants to analyze how the sales funnel is changing throughout the month. What should a consultant recommend to meet this requirement?

- A. Schedule a custom forecast report to run weekly and store the results in a custom report folder.
- B. Create a reporting snapshot to run daily and store the results in a custom object.
- C. Schedule a custom forecast report to run daily and store the results in a custom report folder.
- D. Create a reporting snapshot to run weekly and store the results in a custom object.

**Answer:** D

#### NEW QUESTION 604

- (Exam Topic 4)

Universal Containers requires that each of its products is sold with 12 months of product maintenance. This is entered as a separate opportunity product line item on the opportunity. Once an opportunity is closed/won and the order has been shipped to the customer, the service manager manually records the maintenance line item in the assets object and sends an alert 90 days prior to the expiration date. What should a consultant recommend to streamline this process?

- A. Request the sync order to asset feature from Salesforce to create an asset record once an opportunity is closed/won.
- B. Install an AppExchange app or create a trigger to automatically create an asset record once an opportunity is closed/won.
- C. Create a trigger on the asset object once an opportunity is closed/won, and add a button to the opportunity layout.
- D. Turn on the sync asset feature from the asset settings to create an asset record once an opportunity is closed/won.

**Answer:** B

#### NEW QUESTION 605

- (Exam Topic 4)

The Marketing Director at Cloud Kicks has requested that a form be added to the company website to capture new lead contact information and the Primary Product they are interested in. Once submitted, a lead should receive an email tailored to the Primary Product they selected. The lead record should also be assigned to the correct owner for that Primary Product. Which three steps are required to create an efficient solution? Choose 3 answers

- A. Configure lead assignment rules to route leads to the correct owner.
- B. Create a Visualforce page that includes both standard and custom fields.
- C. Leverage a Lightning Component that collects the information and routes it.
- D. Create email templates for each Primary Product with corresponding email response rules.
- E. Generate a web-to-lead form that includes both standard and custom fields.
- F. Create a lead owner field on the product record to use for assignment.

**Answer:** ADE

#### NEW QUESTION 608

- (Exam Topic 4)

UC wants to give access to Salesforce to its sales reps on the road, even when they are in areas not covered by internet reception. What solution should a consultant propose?

- A. Salesforce Touch
- B. Salesforce Classic
- C. Salesforce app
- D. Custom hybrid app

**Answer:** C

#### NEW QUESTION 611

- (Exam Topic 4)

A customer successfully places an order with UC for five widgets. The order is activated in Salesforce and the products are shipped to the customer. One week later the customer returns one widget. What is the effective method of recording the event in Salesforce?

- A. Create a custom field on the order product object
- B. Change the quantity value on the order product to 4
- C. Create a reduction order under the activated order
- D. Create a new sales product with quantity set to -1

**Answer:** C

#### NEW QUESTION 614

- (Exam Topic 4)

Universal Containers agents often need to access the same cases, contacts, and orders multiple times per day. What should a consultant recommend to meet this requirement?

- A. Enable the "History" component within the Salesforce Console for Service
- B. Enable the "Access Recent Items" user permission on the user profiles
- C. Create a custom list view for cases, contacts, and orders and pin them to the side bar
- D. Embed a "Recent Items" Visualforce component into the Salesforce Console for Service

**Answer:** A

#### NEW QUESTION 618

- (Exam Topic 4)

UC and Global Shipping (GS) are affiliates of ABC Corporation. Both affiliates use separate instances of Salesforce and work independently but sell to some of the same customers. They would like to collaborate on the common customers but keep the data for other customers separate. What approach should a consultant recommend for implementing Salesforce to meet these requirements?

- A. Set up a single Salesforce instance and maintain exclusive customer data using divisions
- B. Use separate Salesforce instances and link shared records using Salesforce to Salesforce
- C. Use separate Salesforce instances and link shared records using a customer community
- D. Set up a single instance for ABC Corporation and set up partner communities for UC and GS

**Answer:** B

#### NEW QUESTION 619

- (Exam Topic 4)

Joe is the record owner of a Lead. A Lead sharing rule has been defined so that leads owned by Joe are shared with public group called 'Joe's Team'. When the Lead is converted to an Account, Contact, and Opportunity, who will have access to these records assuming that a private sharing model is in place on these objects and there are no sharing rules defined for these objects?

- A. Joe, all members of the public group, Joe's Team, and anyone above any group member in the role hierarchy will be able to access the three records.
- B. Joe, all members of the public group, and Joe's Team will be able to access the three records
- C. Joe will be the only person who will be able to access the Account, Contact, and opportunity records.
- D. Joe and anyone above him in the role hierarchy will be able to access the three records

**Answer: B**

#### NEW QUESTION 621

- (Exam Topic 4)

On Lead creation, the Sales Director of Cloud Kicks wants to implement rules to assign lead to the appropriate user. The new record should have the assignee's default record type.

Which approach should the Consultant recommend to meet the requirement?

- A. Specify the Lead Assignment Rules to take the record type of the assignee.
- B. Specify in the Profile settings to take the record type of the assignee.
- C. Specify in the Lead settings to take the record type of the assignee.
- D. Specify in the User settings to take the record type of the assignee.

**Answer: A**

#### NEW QUESTION 623

- (Exam Topic 4)

Cloud Kicks recently started using Sales Cloud and hosts its business website outside of Salesforce. On its website, Cloud Kicks has a lead generation web page. The VP of Sales wants the Leads captured in its self-hosted website to be reflected in Salesforce. What should the Consultant recommend?

- A. Implement Salesforce Connect to create Leads in Salesforce from the Cloud Kicks website.
- B. Implement the SOAP web service API to send Leads from the Cloud Kicks website to Salesforce.
- C. Implement Web-to-Lead to create Leads in Salesforce from the Cloud Kicks website.
- D. Implement the REST web service API to send Leads from the Cloud Kicks website to Salesforce.

**Answer: C**

#### NEW QUESTION 627

- (Exam Topic 4)

The VP of Operations wants to synchronize customer data from the data warehouse with Salesforce. What should the Consultant recommend to ensure data integrity?

- A. Set up an encrypted field on the Account object with Read Only on the field security settings for all profiles except the administrator profile
- B. Set up a Flow on the Account object to check for unique values.
- C. Set up a Process Builder process on the Account object to check for unique values.
- D. Set up an External ID field on the Account object with Read Only on the field security settings for all profiles except the administrator profile.

**Answer: D**

#### NEW QUESTION 629

- (Exam Topic 4)

Which two solutions should a consultant recommend while designing a plan to decrease a company's cost per call? Choose 2 answers

- A. Bypass entitlement verification
- B. Increase the call-to-order ratio
- C. Use integrated voice response
- D. Use suggested Knowledge articles

**Answer: CD**

#### NEW QUESTION 633

- (Exam Topic 4)

Universal Containers wants to integrate the sales cloud solution with accounting system. What standard objects are likely to be used in the integration?

- A. Account, contact and lead
- B. Account, contact and contract
- C. Account, lead and opportunity
- D. Account, case and lead

**Answer: B**

#### NEW QUESTION 637

- (Exam Topic 4)

Cloud Kicks' sales productivity is on the decline, while its competitors are doing great. The Consultant has suggested Einstein Opportunity Insights. Which three insights can this provide?

- A. Key Moments
- B. Follow-up Reminders
- C. Deal Prediction
- D. Opportunity Representative Score
- E. Sentiment Analysis

**Answer:** ACD

**NEW QUESTION 640**

- (Exam Topic 4)

Universal Containers has an upcoming maintenance window where read-only access will be available Which two actions will Universal Containers be able to perform during this window? Choose 2 answers

- A. Run and view Salesforce reports
- B. Post report information on Chatter
- C. Update case data for a customer
- D. Review existing cases for an account

**Answer:** AD

**NEW QUESTION 645**

- (Exam Topic 4)

Universal Containers has a private sharing model and wants the ability to share documents related to an opportunity, such as contracts and proposals, with the field sales team.

How can the documents be shared efficiently and securely?

- A. The documents should be uploaded to Salesforce files from the opportunity record
- B. The documents should be uploaded to Salesforce files and shared with the field sales organization
- C. The documents should be emailed to the sales team on the opportunity record
- D. The documents should be uploaded to a library that is shared with the field sales organization

**Answer:** B

**NEW QUESTION 650**

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