

Salesforce

Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant



NEW QUESTION 1

- (Exam Topic 1)

Universal Containers is training a new set of Service Reps. Part of the training includes handling Live Agent chats from customers. However, it is important that contact center managers monitor the chat sessions to ensure the Service Reps' responses are professional and accurate and to be able to assist when needed. What Lightning Console feature should a Consultant configure to support this need?

- A. Configure Omni-Channel Supervisor tab and 3rd party access.
- B. Configure Live Agent Supervisor tab and Whisper Messages.
- C. Add the Live Agent Component to the Utility bar.
- D. Configure the SOS snap-in for the Lightning Service Console.

Answer: B

NEW QUESTION 2

- (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 3

- (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 4

- (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 5

- (Exam Topic 4)

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

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

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

Answer: D

NEW QUESTION 6

- (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 7

- (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 8

- (Exam Topic 4)

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

Cloud Kicks also has existing roll-up summary fields.

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

Answer: A

NEW QUESTION 9

- (Exam Topic 4)

The Sales Director at Cloud Kicks mandated that implementing logic and automation to quality 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 10

- (Exam Topic 4)

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

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

Answer: AB

NEW QUESTION 10

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 14

- (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 15

- (Exam Topic 3)

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

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

Answer: C

NEW QUESTION 20

- (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 23

- (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 25

- (Exam Topic 4)

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

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

Answer: AB

NEW QUESTION 29

- (Exam Topic 4)

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

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

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

Answer: B

NEW QUESTION 30

- (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 32

- (Exam Topic 3)

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

- A. VP Marketing
- B. BI/Analytics
- C. Marketing Executive

D. Campaign Manager

Answer: D

NEW QUESTION 37

- (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 39

- (Exam Topic 3)

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

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

Answer: B

NEW QUESTION 40

- (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 44

- (Exam Topic 3)

Which option best identifies with the Chatter Home Page?

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

Answer: A

NEW QUESTION 48

- (Exam Topic 3)

Which best describes the Salesforce Automation feature "Activities"?

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

Answer: A

NEW QUESTION 52

- (Exam Topic 3)

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

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

Answer: CD

NEW QUESTION 57

- (Exam Topic 3)

Which option best identifies with the Chatter Record Page?

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

Answer: C

NEW QUESTION 59

- (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 60

- (Exam Topic 3)

The native mass email functionality is not recommended for marketing.

- A. True
- B. False

Answer: A

NEW QUESTION 61

- (Exam Topic 3)

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

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

Answer: ABD

NEW QUESTION 65

- (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 67

- (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 71

- (Exam Topic 2)

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

- A. Nothin
- B. It's ok if the forecast is inaccurate
- C. Override the opportunity and move the stage to commit, making the forecast more realistic
- D. Override the forecast summary for your commit

Answer: B

NEW QUESTION 74

- (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 78

- (Exam Topic 2)

Your client is using Account data that is old. How can you help?

- A. Enhance Account content with data.com
- B. Use Account Merge utility
- C. Change you data migration plan for Accounts
- D. Re-load all Account records

Answer: A

NEW QUESTION 80

- (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 84

- (Exam Topic 2)

Forecast Category "Best Case" can be summarized as:

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

Answer: C

NEW QUESTION 88

- (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 93

- (Exam Topic 2)

Match this tip with its design consideration. "Users should not do things more than once because it takes time and may create dirty data"

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

Answer: F

NEW QUESTION 95

- (Exam Topic 2)

Match this tip with its design consideration. "Use alerts sparingly"

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

F. Minimized redundant data entry

Answer: E

NEW QUESTION 98

- (Exam Topic 2)

Your organization sells a product that requires your customers to pay all at once but receive the product in increments. What should be your first step in setting up Product schedules?

- A. Enable creation of Quantity Schedules
- B. Enable creation of Revenue Schedules
- C. Set up default Quantity schedules for Products
- D. Set up default Revenue schedules for Products

Answer: C

NEW QUESTION 102

- (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 103

- (Exam Topic 2)

How do you create a new quote for a customer?

- A. Select an Account and click "New Quote"
- B. Click the Quotes tab, then click "New Quote"
- C. Select an Opportunity, then click "New Quote"
- D. Select a Contact and click "New Quote"

Answer: C

NEW QUESTION 107

- (Exam Topic 2)

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

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

Answer: C

NEW QUESTION 108

- (Exam Topic 2)

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

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

Answer: BC

NEW QUESTION 112

- (Exam Topic 2)

A sales rep can create a quote from:

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

Answer: B

NEW QUESTION 117

- (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 122

- (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 125

- (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 127

- (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 130

- (Exam Topic 2)

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

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

Answer: B

NEW QUESTION 132

- (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 137

- (Exam Topic 2)

Which of the following describes the Probability 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. Then numeric prediction that the revenue from an opportunity will be realized.

Answer: C

NEW QUESTION 141

- (Exam Topic 2)

What does Salesforce usability mean?

- A. How many users log on to Salesforce on a daily basis
- B. What is the ratio of Salesforce users to the amount of sales
- C. How satisfied Salesforce users are with the application
- D. How easily can customers achieve their goals using Salesforce

Answer: D

NEW QUESTION 144

- (Exam Topic 2)

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

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

Answer: A

NEW QUESTION 148

- (Exam Topic 1)

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

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

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

Answer: D

NEW QUESTION 151

- (Exam Topic 1)

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

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

Answer: CD

NEW QUESTION 152

- (Exam Topic 1)

A Contact Center Manager is implementing a new customer care program and wants to specifically measure customer loyalty.

Which three measures satisfy this requirement? Choose 3 answers

- A. customer satisfaction Survey
- B. Customer Purchase History
- C. Customer Support Requests
- D. Net promoter Score
- E. Service Level Agreement

Answer: ABD

NEW QUESTION 155

- (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 156

- (Exam Topic 1)

Universal Containers wants to ensure the contracted service level requirements for its clients are being met. What should be configured to meet this requirement?

- A. Entitlement processes, milestones, milestone actions, and entitlements
- B. Entitlement processes, contracts, contract line items, and entitlements
- C. Entitlement processes, contract line items, milestones, and entitlements
- D. Entitlement processes, contracts, milestones, and milestone actions

Answer: A

NEW QUESTION 159

- (Exam Topic 1)

Universal Containers wants articles to be suggested to agents based on information they are typing into the case. Which solution should a consultant recommend?

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

Answer: A

NEW QUESTION 160

- (Exam Topic 1)

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

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

Answer: C

NEW QUESTION 161

- (Exam Topic 1)

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

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

Answer: A

NEW QUESTION 165

- (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 169

- (Exam Topic 1)

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

Which method should the Consultant suggest?

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

Answer: B

NEW QUESTION 172

- (Exam Topic 1)

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

- A. Entitlement
- B. Work Order
- C. Service
- D. Case

E. Account

Answer: ABD

NEW QUESTION 177

- (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 179

- (Exam Topic 4)

Which roll-up summary fields supported between two Advanced Currency Management objects when enabling Advanced Currency Management?

- A. Opportunity object to Opportunity object
- B. Opportunity line object to Opportunity object
- C. Opportunity object to Account In the default currency of the user's manager
- D. Opportunity line object to Product object in the default currency of the organization

Answer: B

NEW QUESTION 183

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 186

- (Exam Topic 4)

Universal Containers has recently started using forecasting in collaboration with sales stages to better understand pipeline. All sales reps have submitted their forecasting numbers for approval. The VP of sales is reviewing the forecast and sees that the open opportunity pipeline report contains a total of \$25,000. The VP of sales then notices that there is \$15,000 that is not included in the pipeline forecast summary. What should a consultant suggest as a possible reason for exclusion?

- A. The \$15,000 is business that had already been lost and, therefore, is excluded from the pipeline forecast summary
- B. The \$15,000 is business that is in the Best case category, which is excluded from the pipeline forecast summary
- C. The \$15,000 is business that is too new and has been assigned to the Omitted forecast category.
- D. The \$15,000 is business that is in the commit category, which is excluded from the pipeline forecast summary

Answer: C

NEW QUESTION 188

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 192

- (Exam Topic 4)

Universal Containers is moving their legacy Customer Relationship Management (CRM) system to Salesforce Sales Cloud. What should the consultant recommend to ensure a successful implementation?

- A. Review the current system with all levels of users to understand their requirements
- B. Review the current system with executive management to understand their requirements
- C. Review the current system with and configure Sales Cloud to work in the same way

D. Review the current system with IT management to understand their requirement

Answer: A

NEW QUESTION 193

- (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 196

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 200

- (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 201

- (Exam Topic 4)

Universal Containers is looking to reduce the volume of calls into their Product Contact Center. Which three features should a Consultant recommend? Choose 3 answers

- A. Chatter questions
- B. Macros
- C. Communities
- D. Field service
- E. Public knowledge

Answer: ACE

NEW QUESTION 203

- (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 204

- (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 206

- (Exam Topic 4)

Universal Containers has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child accounts. How can the sales representative provide this access?

- A. Add the user to each child account team; visibility will then roll up to the parent account.
- B. Add the user manually to the parent account team and each of the child account teams.
- C. Add the user to a public group for that account and share all child accounts to this group.
- D. Add the user to the account team on the parent account; the child accounts will inherit access.

Answer: B

NEW QUESTION 209

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 213

- (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 215

- (Exam Topic 4)

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

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

Answer: BD

NEW QUESTION 220

- (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 224

- (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 226

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 229

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 231

- (Exam Topic 4)

A Sales Rep at Cloud Kicks has a requirement to have access to all child Accounts of the Accounts they own. The Organization-wide Default setting for Account is private. What happens if a user has access to a parent Account?

- A. The user will have access to All Accounts if "Granular Access using Hierarchies" is enabled.
- B. Access can be granted by setting up a sharing rule via Account Hierarchy.
- C. Access to child Account will need to be manually added.
- D. The user will have access to child Account records.

Answer: D

NEW QUESTION 233

- (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 234

- (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 processes
- B. .
- C. Create record types.
- D. Create separate page layouts
- E. Create separate stage fields .
- F. Define stage picklist values.

Answer: ABE

NEW QUESTION 239

- (Exam Topic 4)

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

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

Answer: ACD

NEW QUESTION 242

- (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 244

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 246

- (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 247

- (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 252

- (Exam Topic 4)

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

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

Answer: AC

NEW QUESTION 257

- (Exam Topic 4)

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

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

Answer: C

NEW QUESTION 262

- (Exam Topic 4)

UC operates in two currencies: EUR and USD. Its corporate currency is USD. When a sales team member tries to add products to an opportunity for a customer in

the Eurozone, they are unable to find EUR prices. What is the likely cause of this problem? Choose 2 answers:

- A. Opportunity currency is set to USD.
- B. Price book entries are missing EUR prices.
- C. Sales users default currency is set to USD.
- D. Advanced currency management is deactivated.

Answer: AB

NEW QUESTION 267

- (Exam Topic 4)

Cloud Kicks is currently going through a fast-paced growth of its sales department. The Sales Director notices that new sales executives are investing time connecting with existing contacts who are not influential in furthering the business relationship. Which two potential solutions can the Consultant recommend? Choose 2 answers

- A. Add a Lookup field to Contacts to indicate Influential Contacts.
- B. Add an Influencing Contact multi-select picklist field on the Account.
- C. Implement the Account Contact Role feature.
- D. Track time invested in a custom field for each contact.

Answer: BC

NEW QUESTION 271

- (Exam Topic 4)

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

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

Answer: B

NEW QUESTION 275

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 279

- (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 283

- (Exam Topic 4)

Cloud Kicks uses an external ERP application to process its orders. This ERP application needs to receive data about Opportunities when the Opportunity closes.

Which two solutions should the Consultant recommend? Choose 2 answers

- A. Single Sign-on
- B. Connected App
- C. RESTCallout
- D. Outbound Message with Workflow Rules

Answer: CD

NEW QUESTION 288

- (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 291

- (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 294

- (Exam Topic 4)

UC has set the OWD for accounts to private. Bill owns the Acme account and the General Industries account. Acme is the parent account for General Industries. Bill needs to collaborate with Mary on his accounts, so he manually shares read access to Acme. What access will Mary have to these accounts?

- A. Read-only on General Industries and read-only on Acme
- B. Read-only on Acme and no access on General Industries
- C. Read-only on Acme and access on General Industries
- D. Read-only on General Industries and read-write on Acme

Answer: B

NEW QUESTION 295

- (Exam Topic 4)

What statement is true about the Salesforce Knowledge article lifecycle?

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

Answer: C

NEW QUESTION 298

- (Exam Topic 4)

Due to internet unavailability at Cloud Kicks, the sales team is not able to utilize the Salesforce Mobile app feature to view, create, or update Opportunities. Which two steps should the Consultant take to resolve the issue? Choose 2 answers

- A. Create a permission set with the system permission "Store offline data" and assign the permission set to the sales team U user(s).
- B. Raise a case with Salesforce support to enable the offline version of the Mobile app and update the app to use the offline capabilities.
- C. From the Setup menu, go to Salesforce offline and select "Enable offline create, edit, and delete in Salesforce for Android and iOS."
- D. From the Setup menu, enable the system permission "Store offline data."
- E. From the Setup menu, go to Salesforce offline and select "Enable caching in Salesforce for Android and iOS."

Answer: CE

NEW QUESTION 302

- (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 303

- (Exam Topic 4)

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

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

D. Force.com Sites

Answer: A

NEW QUESTION 305

- (Exam Topic 4)

Cloud Kicks recently released a custom Action for Competitor Notes, that will prompt sales representatives to provide information about competitors for Opportunities. The sales representatives reported that even though the Action works well on their desktop, they cannot see the Action on their mobile app. What is required to fix this problem?

- A. Edit the Page Layout to include the Action.
- B. Edit the Page Layout to include a custom link to the Action.
- C. Edit the Visualforce to make it available for the mobile app.
- D. Edit the Action to make it available for the mobile app.

Answer: C

NEW QUESTION 307

- (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 311

- (Exam Topic 4)

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

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

Answer: ABC

NEW QUESTION 316

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 319

- (Exam Topic 4)

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

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

Answer: A

NEW QUESTION 321

- (Exam Topic 4)

Cloud Kicks is implementing Enterprise Territory Management for its retail sales unit. The sales director wants a detailed roll-up forecast for Territories to be provided.

Which two recommendations should the Consultant make? Choose 2 answers

- A. Include the Forecast Manager field on the Territory page layout.
- B. Create Apex class code to roll up forecast details for a Territory.
- C. Assign a Forecast Manager to a Territory.
- D. Include the Formula field in the Territory page layout.

Answer: AC

NEW QUESTION 323

- (Exam Topic 4)

The Marketing Department at Universal Containers is migrating from legacy campaign and email management system to Salesforce and want to ensure that its communication material is migrated as well.

What should a consultant recommend to migrate the Marketing Department's email templates?

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

Answer: C

NEW QUESTION 326

- (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 331

- (Exam Topic 4)

Universal Containers is bringing a new division under their existing Customer Service Contact Center. This will involve servicing several thousand new customers. Which method should a consultant recommend for importing this data into Universal Containers' Service Cloud instance?

- A. Bulk Data transfer API
- B. Data Integration via SOAP API
- C. Java language Specific Toolkit
- D. Cloud-to-Cloud Integration Toolkit

Answer: A

NEW QUESTION 332

- (Exam Topic 4)

The finance department of UC is noticing a decline in profitability, which they attribute to an excessive number of Discounts on opportunities. What can the finance department do to monitor and control opportunity discounting? Choose 2 answers

- A. Create a custom roll-up field to calculate the average product discount for each customer.
- B. Ensure that sales management approves discount requests for each opportunity.
- C. Run a report on opportunities showing list price and discounted price.
- D. Limit the number of discounted products that can be added to an opportunity.

Answer: BC

NEW QUESTION 337

- (Exam Topic 4)

Universal Containers decided to start using salesforce for all its sales automation its current sales database has about 50 million records. These records were all migrated into the database from other legacy systems. After migration to salesforce UC wants to be able to search and cross reference records with the original source system. What should a consultant recommend to meet the requirement?

- A. Use the standard external Id field and map this to the current record Id Value
- B. Use the standard external Id field and map this to the original record Id value
- C. Use a custom external Id field and map this to the original record id value
- D. Use a custom field named external Id and map this to the current record Id Value

Answer: C

NEW QUESTION 339

- (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 343

- (Exam Topic 4)

Cloud Kicks wants to allow a single view of Contacts that belong to the same Account Hierarchy chain. How should the Consultant meet this requirement?

- A. Create a report to display all related Contacts.
- B. Navigate to the Account hierarchy page to view all related Contacts.
- C. Navigate to the default Contact Hierarchy Lightning Component on the parent Account.
- D. Enable the View All Child Contacts feature.

Answer: A

NEW QUESTION 345

- (Exam Topic 4)

Universal Containers representative wants to see forecast amount by all sales representatives and by multiple product group. What would a consultant recommend to meet these requirement? Choose 2 answers

- A. Implement collaborative forecast with product family
- B. Build a forecast list view by product family groups
- C. Implement collaborative forecast with quota attainment
- D. Build a custom forecast report showing product groups

Answer: C

NEW QUESTION 348

- (Exam Topic 4)

Universal Containers has configured salesforce to store all individual consumer contact under a single account called "Consumer". The consumer business has grown to more than 500,000 Contacts. Mass update are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. What should consultant recommend to improve system performance? Choose 2 answers

- A. Enable person account and migrate the data
- B. Ensure that no single account has more than 10000 contacts
- C. Removes the account assignment for all objects
- D. Add an index to the account field on the contact object

Answer: AB

NEW QUESTION 352

- (Exam Topic 4)

When an Opportunity Stage is marked as Closed Won, Cloud Kicks wants an email to be sent to a team of Executives. This email should include details about the Opportunity along with the related Opportunity Products and Account. Which solution should the Consultant recommend to active this requirement?

- A. Use Process Builder and HTML Email Templates.
- B. Develop an Inbound Email Service.
- C. Use Workflow rules and HTML Email Templates.
- D. Develop a custom Apex Trigger that uses custom email messaging.

Answer: D

NEW QUESTION 355

- (Exam Topic 4)

Each year on a Contact's birthday. Universal Containers wants to post a message to the Contact's Facebook page using Social Accounts and Contacts. What should a Consultant consider before implementing this solution?

- A. Salesforce never posts anything to social network accounts.
- B. The Salesforce User's Facebook password must be stored on the User record.
- C. The Contact record must be updated each year to cause the Post to occur
- D. The Contact Owner must Follow the Contact on Facebook.

Answer: D

NEW QUESTION 358

- (Exam Topic 4)

A company needs to enable a community to better engage with its customers. The key aspects of the community will include Cases, Knowledge, and Community Discussions. The company wants to quickly enable the community via a template. Which template should the company use?

- A. Napili (Customer Service)
- B. Koa
- C. Salesforce Tabs +Visualforce
- D. Kokua

Answer: B

NEW QUESTION 363

- (Exam Topic 4)

UC determines that opportunities are taking longer to close than in the past. Which action should the management take to determine the reason behind the additional time to close? Choose 3 answers

- A. Evaluate whether lead conversion rates have decreased over the time
- B. Build a dashboard to display opportunity stage duration
- C. Evaluate whether the complexity of deals have changed over the time
- D. Review the budget allocated to marketing campaigns
- E. Examine user logins rates & activity on open opportunity records

Answer: BCE

NEW QUESTION 366

- (Exam Topic 4)

Universal Containers has set the organization-wide default to public read-only for accounts, contacts, and opportunities. Activities are set to be controlled by the parent. The ABC corporation account is owned by a sales user whose profile grants to create, read, edit and delete access to accounts, contacts and opportunities. Based on this information, the owner of the ABC Corporation account record has the rights to take which actions?

- A. Transfer ownership of related contacts and opportunities owned by other users
- B. Share the account with other users through manual sharing and account teams
- C. View, edit and delete related contacts and opportunities owned by other users
- D. View, edit, and delete activities owned by other users directly related to the account

Answer: BD

NEW QUESTION 371

- (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. The information shown is based on the sales representative's connection level with the contact on Facebook
- C. The fields configured by Universal Containers administrator on the contact page layout are missing
- D. Universal Containers must purchase the Facebook license to access public information for its users

Answer: B

NEW QUESTION 372

- (Exam Topic 4)

UC sells to a customer segment that has dozens of daily order and payment transactions. These customers have low credit limits which are closely monitored. At the time orders are accepted, management wants to check the customers available credit in Salesforce using information sourced from a third-party cloud application. What approach should a consultant recommend for this credit system Integration?

- A. Create a web service using Apex to retrieve credit balances as needed.
- B. Create a scheduled batch using Apex to retrieve credit balances each night.
- C. Create a data mapping in Data Loader for periodic manual credit uploads.
- D. Create a daily job using the custom object import wizard to retrieve credit balances.

Answer: A

NEW QUESTION 374

- (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 378

- (Exam Topic 4)

Universal Containers is implementing Salesforce Knowledge at its contact center. The contact center has a dedicated support team for each product that it supports. Contact center agents should only be able to view articles for the product they support. Which solution should a consultant recommend to meet this requirement?

- A. Assign Team-based roles to the associated product data category value.
- B. Assign Team-based profiles to the associated product data category value.
- C. Assign Team-based roles to the associated product article type.
- D. Assign Team-based profiles to the associated product article type.

Answer: A

NEW QUESTION 379

- (Exam Topic 4)

Universal Containers wishes to implement a sales methodology that focuses on identifying customers challenges and addressing them with offerings. Which sales methodology is described above?

- A. Direct selling
- B. Solution selling
- C. Relationship selling
- D. Target account selling

Answer: B

NEW QUESTION 383

- (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 385

- (Exam Topic 4)

UC wants to migrate accounts from a legacy system into Salesforce. The client wants the unique account IDs for the account records in the legacy system to be imported into Salesforce to allow a quality control comparison to be conducted after the migration is complete and facilitate future integration. What solution should the consultant recommend to meet this requirement?

- A. Create a custom external ID field in Salesforce and migrate the legacy system account ID into this field
- B. Create a custom object called external ID and migrate the legacy system account ID data into this custom object.
- C. Ensure that the names of the account records are migrated correctly so the client can conduct proper quality control U testing.
- D. Create a custom unique number field in Salesforce and migrate the legacy system account ID into this field.

Answer: A

NEW QUESTION 389

- (Exam Topic 4)

UC wants to migrate accounts from the legacy system into Salesforce. Client want the unique Account Ids for the account records in the legacy system to be imported into the salesforce to allow the quality control comparison to be conducted after the migration is completed and facilitate future integration. What solution the consultants recommend to meet this requirement?

- A. Create a custom unique number field in salesforce and migrate the legacy account Id in this field.
- B. Ensure the names of Account Records are migrated correctly so the client can conduct proper quality control testing.
- C. Create a custom object called external Id and migrate the legacy system account Id data this custom objects.
- D. Create a custom External Id field in salesforce and migrate the legacy system Account Id into this.

Answer: D

NEW QUESTION 393

- (Exam Topic 4)

Which two advantages does Salesforce provide with the OpenCTI framework? Choose 2 answers

- A. Agents can use telephone on a wide range of browsers and operating systems while only developing once
- B. Developers can integrate with any telephone platform available with little to no need for a customization
- C. Agents can run their Softphone at the operating system level, embedded in the task bar or system tray
- D. Developers can embed API calls and process on web pages to automate call handling processes

Answer: D

NEW QUESTION 396

- (Exam Topic 4)

Universal Container (UC) is currently live with Sales Cloud and in the process of implementing Service Cloud. UC wants to create a sandbox to test its Service Cloud implementation with real Sales Cloud Data. Which three Sandbox types can be used to accomplish this? Choose 3 answers

- A. Test Sandbox
- B. Partial Copy Sandbox
- C. Full Sandbox
- D. Developer Pro Sandbox
- E. Administrator Sandbox

Answer: BCD

NEW QUESTION 401

- (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 403

- (Exam Topic 4)

UC shares specific accounts with its partners and is considering the use of Salesforce to Salesforce to increase visibility and collaboration for deals managed through its partner channel. The company's key partners also currently use Salesforce. What should be considered for this implementation? Choose 2 answers

- A. Partners can see all opportunities created by Universal Containers on shared accounts.
- B. Universal Containers can report on shared opportunities managed by partners.
- C. Partners will be able to see all Chatter feeds on shared opportunities.
- D. Partners can create and share opportunities associated to shared accounts.

Answer: BD

NEW QUESTION 406

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

Answer: A

NEW QUESTION 407

- (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 411

- (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 414

- (Exam Topic 4)

Cloud Kicks has just completed a Sales Cloud implementation and the marketing team is creating campaigns. Cloud Kicks wants to gain feedback on the implementation. What should the Consultant recommend?

- A. Upgrade to the latest Salesforce release.
- B. Sign off on the Statement of work.
- C. Complete a post-mortem.
- D. Undergo training

Answer: C

NEW QUESTION 419

- (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. Salesforcel app
- D. Custom hybrid app

Answer: C

NEW QUESTION 423

- (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 return 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 424

- (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 426

- (Exam Topic 4)

Cloud Kicks has a private sharing model on Accounts. Account Executives need to ensure that Business Development Users can qualify marketing Opportunities on their accounts. There can be different Business Development Users for a given opportunity. Sales Management needs to be able to report on which Business Development Users are assigned to opportunities. What should the Consultant recommend to the Account Executives?

- A. Share Opportunities with Business Development Users by granting read access to Opportunities in their portfolio.
- B. Add Business Development Users as Account Team members with a role that grants Modify All access.
- C. Share Accounts with Business Development Users.
- D. Add Business Development Users as Opportunity Team members with a role that grants read/write access.

Answer: D

NEW QUESTION 430

- (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 435

- (Exam Topic 4)

Cloud Kicks has recently migrated from Salesforce for Outlook to Lightning Sync. While migrating, Salesforce for Outlook hasn't been disabled for Lightning Sync users. There are some conflicting settings in both Outlook configuration and Lightning Sync configuration. What happens as a result if there are any conflicts?

- A. Salesforce gives preference to Lightning Sync settings.
- B. Salesforce stops the sync and reports the errors.
- C. Salesforce gives preference to Salesforce for Outlook settings.
- D. Salesforce gives preference to Salesforce permission settings.

Answer: A

NEW QUESTION 440

- (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 443

- (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 447

- (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 451

- (Exam Topic 4)

Sales representatives at Universal Software need to collaborate with customers on sales deals to gather requirements, analyse solutions, and deliver proposals. Universal Software wants to ensure that customers are fully engaged throughout each stage in the sales process. What solution should a consultant recommend to facilitate collaboration with customers? Choose 2 answers

- A. Invite customers into private chatter groups
- B. Allow customers to follow opportunities in Chatter
- C. Share Chatter files with customers.
- D. Add customers to Salesforce as Chatter Free users

Answer: AD

NEW QUESTION 454

- (Exam Topic 4)

What is the Capability of Chatter Files? Choose 2 answers

- A. Files can be synced from Chatter to a folder in a local directory
- B. All content files from content libraries can be synced in Chatter
- C. Private content may only be shared in private Chatter groups
- D. Users can use @mentions to share files in content libraries

Answer: AB

NEW QUESTION 458

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