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)
Which feature should a Consultant recommend to allow a Tier 2 Service Representative to take over case processing from Tier l and know how far Tier l had progressed in troubleshooting?

A. Service Console Macros
B. Lightning Guided Engagement
C. Path for Cases
D. Lightning Flow Component

Answer: B

NEW QUESTION 3
- (Exam Topic 1)
A company is planning for the migration of an existing knowledge base into Salesforce Knowledge. Which set of factors should be considered in selecting which articles to migrate?

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

Answer: B

NEW QUESTION 4
- (Exam Topic 1)
A company has these requirements for dealing with Cases:
- Handled efficiently and by the right agents
- Distributing the load so that agents do NOT have to manually select the next Case to work Which two Omni-Channel features will assist in this routing and distribution? Choose 2 answers

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

Answer: CD

NEW QUESTION 5
- (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 6
- (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 7
- (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 8
- (Exam Topic 1)
Universal Containers wants to provide a more consistent service experience to its customers and is evaluating the Service Cloud macro feature.
Which three configurations must be made? Choose 3 answers

A. Users must use Lightning Experience.
B. Publisher Actions used in the macros must be on the page layout.
C. The Macros widget or utility must be added to the console.
D. The Run Macros Permission must be granted to users.
E. The Run Macros Action must be on the page layout.

Answer: ABD

NEW QUESTION 9
- (Exam Topic 1)
How should a Consultant provide Suggested Article functionality to Lightning Service Console users?

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

Answer: A

NEW QUESTION 10
- (Exam Topic 1)
Universal Containers is using the Lightning Service Console for managing cases and wants to add a softphone to enable click-to-call capability.
Which three configurations are needed for the softphone to work in Salesforce? Choose 3 answers

A. Install an adapter from AppExdiange to work with third-party cn systems.
B. Enable Live Agent in their community to chat with an agent.
C. Assign the correct Salesforce users to the Call Center.
D. Create a softphone layout and assign to user profiles.
E. Assign the Salesforce CTI license to Salesforce users.

Answer: ACD

NEW QUESTION 10
- (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 15
- (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 20
- (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 23
- (Exam Topic 4)
Universal Containers is devising a separate sales methodology to upsell service contracts to its existing customer base. The company would like to track and report on these deals separately from other deals. What should a consultant recommend to meet this requirement?

A. Add upsell as a stage and create a summary report by opportunity stage
B. Create an opportunity record type and sales process for reporting on these deals
C. Create separate page layout and report to flag and report on these deals
D. Create a customer filed on opportunity to flag and report on these deals.

Answer: B

NEW QUESTION 26
- (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 27
- (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 29
- (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 33
- (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 36
- (Exam Topic 4)

Cloud Kicks recently completed the implementation of a new Sales Cloud solution. The stakeholder committee believes that sales user adoption is best measured by opportunities generated by the sales representatives. What can the Consultant recommend to measure sales user adoption?

A. Create a trend report to determine if there is an increase in deals closed.
B. Refer back to the project plan to see if the goals were met.
C. Enable sales teams and run an opportunity report with teams to see how many Opportunities have team members on them.
D. Provide a report of user logins to show the increase in user adoption.

Answer: D

NEW QUESTION 40
- (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 42
- (Exam Topic 4)
UC is migrating data from a legacy system into Salesforce. The company needs to migrate lead, contact, and opportunity data from its legacy system and must be able to report on historical lead conversion for both legacy and newly created data. What is the recommended order for data migration?

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

Answer: D

NEW QUESTION 45
- (Exam Topic 4)
Cloud Kicks users Chatter to collaborate corporate-wide. Sales representatives are getting too many items showing on their feed, so it's hard to sort through to find items that are high priority or need the sales representative's immediate attention. Which solution should the Consultant recommend?

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

Answer: D

NEW QUESTION 47
- (Exam Topic 4)
Cloud Kicks has a lengthy and complex sales cycle. Opportunities have stages that sales reps must move a deal through, as well as indicate the probability of winning the sale. The sales manager presently uses sales stages and probability for forecasting and wants to simplify the process of reporting on projected sales for the sales team. Which approach should a Consultant recommend to streamline forecast reporting?

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

Answer: B

NEW QUESTION 50
- (Exam Topic 4)
Sales manage travels frequently – how to review pending approvals? Choose 2 answers:

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

Answer: AB

NEW QUESTION 53
- (Exam Topic 4)
A Sales Cloud implementation at Universal Containers requires a global design that involves multi-currency, multi-language, region-specific sales processes and workflows. Which factor is important for optimizing user adoption? Choose 2 answers

A. ploying realistic training data in the corporate standard currency
B. Customizing the training curriculum for each specific region

C. Developing only a standardized, global training curriculum for all users
D. Communicating the training plan well in advance of training start date

Answer: BD

NEW QUESTION 57
- (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 60
- (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 65
- (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 70
- (Exam Topic 3)
Which of the following descriptions best describe Knowledge?

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

Answer: B

NEW QUESTION 74
- (Exam Topic 4)
A new support center has only one part-time Service Rep. Which step should a Consultant take to ensure that Case Aging is tracked accurately?

A. Let the Service Rep change the Business Hours on the Case
B. User a time-dependent Workflow Rule to update Case Status
C. Use an Escalation Rule to assign open Cases to another user
D. Let the service Rep enter the appropriate Case age Value

Answer: B

NEW QUESTION 79
- (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 83
- (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 86
- (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 90
- (Exam Topic 4)
Universal containers would like to capture business sector information on a lead and display the information on the account and contact once the lead has been converted. How can these requirements be met?

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

Answer: B

NEW QUESTION 91
- (Exam Topic 4)
Universal Containers is developing its strategy for supporting their customers on social media sites. The company's requirements include the ability to: - Monitor Facebook fan page for new posts and comments from customers - Link new posts and comments to an existing customer record - Respond to posts from the existing Salesforce Console for Service - Create and link social personas to contacts What should a consultant recommend to meet these requirements?

A. Enable Salesforce social profile on contacts
B. Enable Social Customer Service
C. Integrate facebook to its existing Customer Community
D. Create a Force.com app for Facebook monitoring

Answer: A

NEW QUESTION 96
- (Exam Topic 4)
Universal Containers needs the ability to associate installed products at an account to specific cases. Those installed products contain information on the account's contracted Service Level Agreement (SLA) as well as the installed product serial number. Which approach should Universal Containers consider implementing to best satisfy these requirements?

A. Create a lookup to a custom object for the installed product
B. Use the standard Opportunity relationship
C. Use the standard Asset relationship
D. Create a lookup object to the contract record

Answer: C

NEW QUESTION 100
- (Exam Topic 4)
What is a capability of Data.com Clean?Choose 3 answers

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

Answer: CDE

NEW QUESTION 105
- (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 110
- (Exam Topic 3)
Sales rep @ UC collaborates with ABC company on opportunity to sell to XYZ Company. ABC Co has been added to partner related list on the opportunity. What will automatically happen? Choose 2 answers:

A. Partner record added to ABC account
B. Partner record added to XYX account
C. Sales team membership granted to ABC Co
D. Partner portal access granted to ABC Co

Answer: CD

NEW QUESTION 111
- (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 115
- (Exam Topic 3)
Arrange the steps to set a pass code, in the correct order (using Salesforce Classic).

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

Answer: ABC

NEW QUESTION 120
- (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 122
- (Exam Topic 3)
Sales methodology means an industry-recognized standard sales process.

A. True
B. False

Answer: B

NEW QUESTION 124
- (Exam Topic 3)
When the billing address on an account is changed, the mailing address of all related contact records should be updated to reflect the new address. How can this requirement be met?

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

Answer: C

NEW QUESTION 125
- (Exam Topic 3)
Arrange the steps to create a record in the correct order (using Salesforce Classic).

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

Answer: ABCD

NEW QUESTION 127
- (Exam Topic 3)
Most common integrations in a marketing organization take place when...

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

Answer: A

NEW QUESTION 132
- (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 133
- (Exam Topic 3)
Which system would a contact center integrate with in order to provide field service agents with information needed to provide service at customer sites?

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

Answer: C

NEW QUESTION 134
- (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 136
- (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 138
- (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 143
- (Exam Topic 3)
ACampaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report justifies the spend on programs?

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

Answer: A

NEW QUESTION 144
- (Exam Topic 3)
Which of the following descriptions best describe Quotes?

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: A

NEW QUESTION 146
- (Exam Topic 3)
Which of the following are the main challenges that affect Sales Rep productivity? (Select all that apply)

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

Answer: BCEF

NEW QUESTION 150
- (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 151
- (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 152
- (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 157
- (Exam Topic 3)

Sales management at Universal Containers needs to provide channel partners with easy access to approved product documentation. They also need to notify partners about the material revisions and updates. How can they achieve these goals in Salesforce?

A. Enable Content in the partner portal and enable Content email alerts for partner users.
B. Enable the Document tab in the partner portal and enable email alerts for partner users.
C. Add the Content related list

Answer: A

NEW QUESTION 162
- (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 166
- (Exam Topic 3)
Which best describes the Salesforce Automation feature "Opportunity Teams" ?

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: D

NEW QUESTION 169
- (Exam Topic 3)
A strong pipeline requires sales and marketing alignment. Which of the following example describes a need for sales and marketing alignment?

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

Answer: B

NEW QUESTION 171
- (Exam Topic 3)
Which role is interested in the report "Sales Activity by Client Last Week" ? (Select all that apply)

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

Answer: CD

NEW QUESTION 175
- (Exam Topic 3)
What are the main challenges that marketing faces when trying to align with sales? (Select all that apply)

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

Answer: AC

NEW QUESTION 180
- (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 184
- (Exam Topic 3)
Which of the following is good Chatter Etiquette? (Select all that apply)

A. Connect with co-workers by letting them know about your weekend
B. Direct users to a subject matter experts
C. Ask questions to gain vertical expertise
D. Ask questions about bonus schedules

Answer: BC

NEW QUESTION 186
- (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 187
- (Exam Topic 3)
What are some of the ways to align communication between the sales and marketing organizations? (Select all that apply)

A. Provide sales collateral in one place
B. Standardize internal and external communication with templates
C. Communicate availability of sales collateral
D. Have a daily meeting with sales to check on latest developments
E. Gather feedback on sales collateral and templates
F. Evaluate impact of collateral on bringing leads through to close

Answer: ABCDEF

NEW QUESTION 191
- (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 194
- (Exam Topic 3)
Which of the following descriptions best describe Data.com?

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: E

NEW QUESTION 198
- (Exam Topic 3)
Which of the following descriptions best describe Content?

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: C

NEW QUESTION 203
- (Exam Topic 3)
How can a sales organization address the "lag time" challenge?

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

Answer: C

NEW QUESTION 205
- (Exam Topic 3)
Territory Mgt (why use it?) – choose 3 answers:

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

Answer: CDE

NEW QUESTION 209
- (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 213
- (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 215
- (Exam Topic 3)
Universal containers has 1 price book with US dollars & Canadian dollars currency amounts for all products. Salesperson, when adding products to opportunity, only see CAD. What's wrong?

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

Answer: D

NEW QUESTION 219
- (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 224
- (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 227
- (Exam Topic 3)
What should you do when migrating Opportunities?

A. Determine if you need to load owner who are not current users
B. Always load all owners, including those who are not current users
C. Only load owners who are current users
D. Load all available data, including owners

Answer: A

NEW QUESTION 230
- (Exam Topic 3)
Universal Containers plans to deploy the new Service Cloud console to its support team. Which steps should be considered in deployment? (There are three correct answers.)

A. Customize highlight panels for all objects.
B. Set up interaction logs and assign them to user profiles.
C. Assign users the Service Cloud User feature license.
D. Set up users and assign them to a queue.
E. Customize case list views.

Answer: ABC

NEW QUESTION 232
- (Exam Topic 3)
Universal Containers plans to migrate data into Salesforce from a legacy system. Which step should be taken before performing the data migration? Choose 2 answers:

A. Perform data cleansing
B. Enable data validation rules
C. Develop data map
D. Normalize database

Answer: AC

NEW QUESTION 235
- (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 236
- (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 237
- (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 240
- (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 244
- (Exam Topic 2)
To create a PDF file of your quote, click "Create PDF" on the quote detail page.

A. True
B. False

Answer: A

NEW QUESTION 245
- (Exam Topic 2)
You want to sync a new quote with its opportunity, but an old quote is already syncing. What should you do first?

A. Open new quote detail page so you can start syncing process
B. Check the syncing checkbox for new quote in the quote related list on the opportunity
C. Uncheck the syncing checkbox for the old quote
D. Stop the syncing for the old quote

Answer: D

NEW QUESTION 249
- (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 253
- (Exam Topic 2)
You can track only Assets sold by your company.

A. True
B. False

Answer: B

NEW QUESTION 258
- (Exam Topic 2)
Customizable Forecasting must be enabled by salesforce.com support.

A. True
B. False

Answer: B

NEW QUESTION 262
- (Exam Topic 2)
AW Computing just added the "Total Converted Leads in Hierarchy" roll-up summary field to all campaign page layouts. However, the administrator cannot see the new field on a campaign record. What else needs to be configured to see this field?

A. Select the "Marketing User" checkbox
B. Select the "Create" permission for the Campaigns object
C. Set the org-wide defaults for the Campaign object to "Public Full Access"
D. Make the field visible using field-level security

Answer: D

NEW QUESTION 266
- (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 268
- (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 270
- (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. ACustom Price Book includes a master list of all Products with their associated Custom Prices.
C. ACustom Price Book is a subset of the Products listed in the Standard Price Book.

Answer: AC

NEW QUESTION 275
- (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 277
- (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 281
- (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 285
- (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 287

- (Exam Topic 2)
Who is most interested in seamless migration?

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

Answer: D

NEW QUESTION 290
- (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 293
- (Exam Topic 2)
The Forecast Category on the Opportunity record maps directly, on a one-to-one basis, to the aggregates on the Forecast tab.

A. True
B. False

Answer: B

NEW QUESTION 298
- (Exam Topic 2)
How can end users sync their data from Outlook (using Salesforce for Outlook)? (Select all that apply)

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

Answer: AB

NEW QUESTION 303
- (Exam Topic 2)
Match this tip with its design consideration. "Use the client's language"

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

Answer: A

NEW QUESTION 307
- (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 312
- (Exam Topic 2)
Forecast Categories: (Select all that apply)

A. Are there to help you categorize your opportunities, so you can gauge more accurately how much revenue you can bring in a given time period
B. Are the same thing as Sales Stages
C. Have a default value that is associated with the Stage field

Answer: AC

NEW QUESTION 316

- (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 318
- (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 320
- (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 324
- (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 326
- (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 330
- (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 332
- (Exam Topic 2)
Which of the following describes the Forecast Category field?

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

Answer: B

NEW QUESTION 335
- (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 336
- (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 341
- (Exam Topic 1)
The Universal Containers' customer support organization has implemented Knowledge Centered Support (KCS) in its call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should.
Which two should the company do to address this situation? Choose 2 answers

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

Answer: AC

NEW QUESTION 346
- (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 349
- (Exam Topic 1)
Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which three benefits can be expected from KCS adoption? Choose 3 answers

A. Increased call deflection
B. Increased call routing accuracy
C. Reduced issue resolution time
D. Reduced support channels
E. Optimized use of resources

Answer: CDE

NEW QUESTION 353
- (Exam Topic 1)
AContact 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 358
- (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 362
- (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 365
- (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 367
- (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 372
- (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 375
- (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 376
- (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 379
- (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 380
- (Exam Topic 1)
A manager would like information on the knowledge base searches conducted by customers and call center agents. Which two metrics are useful for identifying knowledge article effectiveness?
Choose 2 answers

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

Answer: AB

NEW QUESTION 385
- (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 390
- (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 395
- (Exam Topic 4)
UC is deploying Salesforce for lead and opportunity Management. Several area of the application need to be customized using Apex & Visualforce in order to meet business requirements. Which steps can be taken to execute an effective test plan that will ensure high quality components? (2 answers)

A. Create test conditions that cross-reference use cases from project documents
B. Delegate unit testing to application end users because they understand the requirements best
C. Rely on automated test script tools to ensure maximum test coverage
D. Write detailed test scripts that define specific conditions, actions, and expected results

Answer: AD

NEW QUESTION 399
- (Exam Topic 4)
What is a capability of Data Loader? Choose 2 answers.

A. Ability to prevent importing duplicate records.
B. Ability to export field history data.
C. Ability to extract Organization and configuration data.
D. Ability to run one time or scheduled data loads.

Answer: BD

NEW QUESTION 401
- (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 406
- (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 409
- (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 410
- (Exam Topic 4)
Cloud Kicks has sales teams distributed across global regions, The direction from sales leadership is to define access based on region. For example, users within the region have access to regional dashboards, while the leadership team has access to global dashboards.
What should the Consultant recommend to meet this requirement?

A. Create one Dashboard folder for all regions for both sales and the leadership team with View access.
B. Create Dashboard folders for each regional sales team and one Dashboard folder for leadership team.
C. Create region-based sales groups, one leadership group, and one Dashboard folder with View access.
D. Create Dashboard folder for all regions' sales team and one Dashboard folder for the leadership team.

Answer: C

NEW QUESTION 415
- (Exam Topic 4)
Sales Manager at Cloud Kicks need to show reports and dashboards with opportunity forecast by Product family with team quotas. Which solution should a Consultant recommend?
Select the ones you like.

A. Configure quotas with a product report and add necessary fields.
B. Create a joined report with closed Opportunities, forecasting items, and quotas.
C. Create a custom report type with forecasting quotas and items.
D. Configure an analytic snapshot to capture the Opportunity forecast and quotas.

Answer: C

NEW QUESTION 419
- (Exam Topic 4)
Cloud Kicks' high-value opportunities are becoming delayed in the approval process because sales managers approval requests go unnoticed for various reasons. Cloud Kicks wants to streamline the approval process and give sales managers more ways to approve Opportunities in a timely manner. Which TWO strategies should the Consultant recommend to improve the approval process?

A. Create a dashboard of pending approvals and add it to the Chatter feed.
B. Enable one-click approval from report results that returns high-value Opportunities.
C. Create a process builder to automatically approve high-value Opportunities.
D. Enable approval in Chatter to allow managers to approve or reject approval requests.
E. Enable approvals by email for the approval process for high-value Opportunities.

Answer: DE

NEW QUESTION 421
- (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 424
- (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 pf 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 515,000 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 S15,000 is business that is in the commit category, which is excluded from the pipeline forecast summary

Answer: C

NEW QUESTION 427
- (Exam Topic 4)
The Cloud Kicks IT team wants to enable person Accounts in its Salesforce org.
Which three prerequisites must be met before the Consultant can enable person Accounts? Choose 3 answers

A. The Organization-wide Default for Contacts has been set to Controlled by Parent.
B. The Cloud Kicks Salesforce Community has been disabled to allow person Account self-registration in the future.
C. The Organization-wide Default for both Accounts and Contacts have been set to Public Read/Write.
D. At least one record type has been created for Accounts.
E. User profiles with read access to Accounts also have read access to Contacts.

Answer: ADE

NEW QUESTION 430
- (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 433
- (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 437
- (Exam Topic 4)
Marketing department at Universal container is migrating from legacy campaign and email management system 2 salesforce want to ensure that its communication material is migrated as well. What should consultant recommend to migrate the marketing departments email templates?

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

Answer: C

NEW QUESTION 438

- (Exam Topic 4)
Cloud Kicks has a multi-phase selling process where every sales stage corresponds with a phase in the process. The first phase is preliminary qualification, where Opportunities should not contribute to Cloud Kicks' forecast.
Which two actions should be taken to ensure that Opportunities do not contribute to Cloud Kicks' forecast during the first stage? Choose 2 answers

A. Assign 0% probability to the first sales stage.
B. Configure the first stage with the omitted forecast category.
C. Override the forecast to be SO for first stage Opportunities.
D. Require sales staff to enter 0% for the Opportunity probability.
E. Require sales staff to enter $0 for the Opportunity amount.

Answer: AB

NEW QUESTION 443
- (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 requirement
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 445
- (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 446
- (Exam Topic 4)
Assuming a private sharing model for opportunities, what would you recommend to make it easier to work with sales operations and marketing when trying to close a deal at UP?

A. Create account teams for specific accounts
B. Enable feed tracking on opportunities
C. Create private groups for specific opportunities
D. Create sales teams for specific opportunities (Select the best 2)

Answer: BD

NEW QUESTION 451
- (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 453
- (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 458
- (Exam Topic 4)
The sales representatives at Universal containers use various email applications and often receive important customer emails while they are away from the office.

Sales management wants to ensure sales representatives are recording email activity with customers in salesforce while they are away from the office. What should a consultant recommend to meet this requirement?

A. Download and install a salesforce universal connector for their smartphone and computers
B. Copy and paste emails manually to the customer record in salesforce from their smartphones and computers
C. Download and install the salesforce for outlook connector on their smartphones and computers
D. Forward emails using their email-to-salesforce email address from their smartphones and computers

Answer: D

NEW QUESTION 462
- (Exam Topic 4)
Universal Containers is migrating data from a legacy system into Salesforce. The company needs to migrate lead, contact, and opportunity data from its legacy system and must be able to report on historical lead conversion for both legacy and newly created data. What is the recommended order for data migration?

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

Answer: B

NEW QUESTION 467
- (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 468
- (Exam Topic 4)
A company has call centers in Europe, North America and Japan. Cases not closed within four hours should be escalated. Call Center Managers have noticed that some Open Cases are not being escalated on time. Which two configurations should a Consultant check to try to solve the problem? Choose 2 answer

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

Answer: CD

NEW QUESTION 470
- (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 471
- (Exam Topic 4)
What is the capability of Chatter feed post editing? Choose 2 answers

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

Answer: AB

NEW QUESTION 472
- (Exam Topic 4)
Northern Trail Outfitters (NTO) wants to utilize opportunities to track and report customer subscriptions to its online magazine. Payments can be made using the following methods: - In full (all at one time) - Weekly - Monthly - Quartely How should this solution be implemented?

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

Answer: D

NEW QUESTION 477
- (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 480
- (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 484
- (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 485
- (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 489
- (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 490
- (Exam Topic 4)
The VP of sales at Universal Containers wants to be able to see a visual representation of sales by month for each account in salesforcel mobile app.
What should a consultant recommend to meet this requirement?

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

Answer: A

NEW QUESTION 491
- (Exam Topic 4)
Sales Management at Cloud Kicks has noticed that the Quote amount on Opportunities does not match the Opportunity amount. Which two actions should the Consultant recommend to resolve this issue? Choose 2 answers

A. Build a Workflow rule to update the Opportunity Amount with a Grand Total Value on the Quote Record.
B. Add the Syncing checkbox to the Quotes related list.
C. Add a global action to sync the Quote with the Opportunity.
D. Add a Sync button to the Page Layout.
E. Build a formula field on Opportunity to roll up Total Value from the Quote Record.

Answer: BD

NEW QUESTION 496
- (Exam Topic 4)
Nothern Trail outfitters (NTO) consumer business has grown to more than 500,00 contacts. NTO stores all individual consumer contacts under a single account called 'Consumer'. Mass updates are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. Which two actions should be recommended to improve performance?

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

Answer: BC

NEW QUESTION 497
- (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 500
- (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 503
- (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 508
- (Exam Topic 4)
AContact Center Manager has recently implemented CTI in the Contact Center. Which three metrics can be impacted due to this implementation? Choose 3 answers

A. Calls per agent
B. Call handle time per agent
C. Articles used per call
D. Customer satisfaction scores

Answer: CD

NEW QUESTION 513
- (Exam Topic 4)
Universal Containers' customer service technicians need to access the following information while at a customer site complete the service call: - Customer order history - Level of contracted support - List of replaceable parts Which system can Salesforce integrate with to retrieve this information and makes it available to technicians in the field?

A. An enterprise resource planning system
B. A workforce management system
C. A third-party mobile application platform
D. A knowledge management system

Answer: A

NEW QUESTION 514
- (Exam Topic 4)
Universal containers has enabled Advanced Currency Management. How the converted amount data is reported on a report that spans time periods when the exchange rates was different.

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

Answer: A

NEW QUESTION 515
- (Exam Topic 4)
UC has set accounts, contacts and opportunities to private. Sales Rep manage the account for which they are the account owner. The company also employs sales specialist to assist sales rep on deals. What should a consultant recommended to allow sales specialist to see account information and any opportunity information associated with the account?

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

Answer: C

NEW QUESTION 516
- (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 access to All Accounts if "Gran 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 518
- (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 523
- (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 524
- (Exam Topic 4)
What is the capability of Data.com Clean? Choose 3 answers

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

Answer: BCD

NEW QUESTION 529
- (Exam Topic 4)
Universal Containers has noticed a sizeable decrease in the number of sales representatives who are meeting their quotas. What should be evaluated to determine the cause of this decline? Choose 2 answers:

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

Answer: CD

NEW QUESTION 534
- (Exam Topic 4)
Currently at Cloud Kicks, the Lead Source field is used to track what event a lead originated from. The Marketing Director requested a report that shows every event a lead has attended.
Which standard Salesforce functionality can a Consultant recommend?

A. Implement Campaigns to track events and define a Campaign Management process.
B. Create a custom field to track the second event a Lead attends
C. Update the Lead Source field to the most recent event a lead has attended using process builder
D. Configure a custom Events object and relate it to the Load object

Answer: A

NEW QUESTION 537
- (Exam Topic 4)
Universal Containers has recently set up an email-to-case channel for customer to submit cases. However, they are having trouble tracking and relating email responses to the related Salesforce case. What should a Consultant recommend to address this issue?

A. Convert to an On-Demand Email-to-Case setup
B. Use Omni-Channel to automatically route inbound email
C. Assign a user to manually manage incoming email
D. Insert a reference Thread ID in the email subject template

Answer: D

NEW QUESTION 542
- (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 545
- (Exam Topic 4)
Universal Container has its sales representative enter a new lead whenever they are prospecting a new customer, when qualify the new lead, a new opportunity must be created to track the deal. What would a consultant recommend to enforce data quality and accuracy? Choose 3 answer

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

Answer: ACD

NEW QUESTION 549
- (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 554
- (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 555
- (Exam Topic 4)
Sales Management at Universal Containers is concerned that pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are closed/won. Which solution will help sales management identify and address the issue? Choose 2 answers

A. Use a workflow rule to email sales management when the opportunity is created in the closed won stage.
B. Create a report that displays opportunities that have a closed date less than or equal to the created date.
C. Run the opportunity pipeline standard report to view the upcoming opportunities by stages
D. Create a workflow rule that automatically updates the opportunity to the first stage in the sales process

Answer: AB

NEW QUESTION 559
- (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 560
- (Exam Topic 4)
Universal Containers has a private sharing model. Sales representatives own accounts and would like to collaborate with relevant people from other departments (e.g., marketing and product management). The role hierarchy has separate branches for each department to facilitate reporting. What should a consultant recommend to ensure collaborating team members can report on and access relevant data in Salesforce? Choose 2 answers

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

Answer: AC

NEW QUESTION 564
- (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 sates 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 565

- (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 569
- (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 572
- (Exam Topic 4)
When a Lead record is converted, Cloud Kicks wants the Account, Contact, Opportunity, and Product records to be automatically created with minimal user input. Which strategy should the Consultant use to meet this requirement?

A. Create a custom Quick action that creates new records
B. Override the standard Convert button with a custom Lightning Component.
C. Enable the customized lead conversion setting from Setup.
D. Utilize workflow rules to create records.

Answer: C

NEW QUESTION 573
- (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 576
- (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 inquires without agent involvement
C. Average call handle time by team
D. Number of cases closed by self-service users.

Answer: AD

NEW QUESTION 577
- (Exam Topic 4)
Universal Containers uses products in salesforce and has private security model. The product management Employee do not have access to all opportunities but would like to track the performance of a new product
after it is launched.
What would a consultant recommend to allow the product management employee to track the performance of the product?

A. Create a criteria based sharing rule to add the product management team to relevant opportunities.
B. create a trigger to add the product management team to the sales team of the relevant opportunities
C. Create a trigger to set the product manager as owner for opportunity on the new product.
D. Create a new product and add it to the price book with the product manager as the owner

Answer: A

NEW QUESTION 581
- (Exam Topic 4)
The sales teams at UC need to track partner relationships for each customer account. There can be many partners related to each customer account. Additionally, the following partner-to-customer relationship information needs to be tracked: Role of each partner, Support product category of each partner, Next step of each

partner. What should a consultant recommend to meet this requirement?

A. Use partner role functionality.
B. Create partner custom fields on account.
C. Create a custom object for Partner relationships.
D. Add partners to each customer account team.

Answer: C

NEW QUESTION 583
- (Exam Topic 4)
Cloud Kicks has many customers that regularly renew their "shoe of the month" club membership. The sales representatives use an Account type called "shoe of the month" club for these customers. Sales management wants to use Salesforce to automate repeat opportunities.
What should a Consultant, recommend to meet this requirement?

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

Answer: A

NEW QUESTION 588
- (Exam Topic 4)
What Sales Cloud features would allow the company to improve data quality and consistency across sales deals? Choose 3 answers.

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

Answer: CDE

NEW QUESTION 589
- (Exam Topic 4)
During end-to-end testing, the test users log issues stating that the solution is not working according to what they expected. The stakeholders have signed off on the solution. What should a Consultant do to remedy this?

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

Answer: B

NEW QUESTION 591
- (Exam Topic 4)
Which two solutions should a consultant recommend if a sales process requires opportunities to have associated product line items before moving the opportunity to the negotiation stage? Choose 2 answers.

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

Answer: AC

NEW QUESTION 592
- (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 597
- (Exam Topic 4)
UC would like to capture qualification information for new leads (e.g. whether or not a person is a decision maker). The information should also appear in the contact record once the lead has been converted. Which approach should a consultant recommended?

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

Answer: C

NEW QUESTION 599
- (Exam Topic 4)
What are two considerations for enabling multiple currencies at Cloud Kicks? Choose 2 answers

A. Changing the exchange rate automatically updates the converted amount on all records, except the closed Opportunities.
B. Reports on these objects support multiple currencies: Accounts, Opportunity, Lead, case, and Opportunity product schedules.
C. After enablement, primary currency display in the parenthesis and the secondary amount displays as usual.
D. Once enabled, multiple currencies cannot be disabled.

Answer: BD

NEW QUESTION 600
- (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 604
- (Exam Topic 4)
How would you design a solution to give UP a 360 degree view of an account?

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

Answer: C

NEW QUESTION 605
- (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 608
- (Exam Topic 4)
Universal containers wishes to track relationships between its customers. For example, some customers are suppliers for other customers.
What should a consultant recommend to track multiple customer relations?

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

Answer: A

NEW QUESTION 610
- (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 cicle 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 612
- (Exam Topic 4)
Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process. What solution should a consultant recommend to meet these requirements? Choose 2 answers

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

Answer: BC

NEW QUESTION 615
- (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 617
- (Exam Topic 4)
AConsultant 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 620
- (Exam Topic 4)
UC needs to have opportunity discounts approved by the senior management team. The appropriate approver is dynamically determined based on the requestor's region and the opportunity's account type. Which solution should be recommended to support these requirements?

A. Allow the requestor to select the appropriate approver prior to submitting the record for approval.
B. Automatically populate the delegated approver based on the requestors region and opportunity account type.
C. Create a workflow approval task as the first step in the approval process to assign the approver.
D. Use Apex to populate a user lookup field for the approval process based on an approval matrix.

Answer: D

NEW QUESTION 622
- (Exam Topic 4)
Universal Containers has a large customer base of over 15,000 Accounts and 60,000 contacts. The marketing manager wants to use the customer data for an upcoming new product launch but its concerned contact may have moved to other organization (Contact's email tec has changed) what should a consultant recommend to ensure customer data is accurate?

A. create a vf rule to mass email contacts and capture any email bounce
B. Use a data cleaning tool and the stay-in-touch feature of salesforce to email contact
C. create a workflow rule for the account and contact owner to confirm contact data
D. Use data enhancement tool to verify that account and contact data is up-to-date

Answer: B

NEW QUESTION 627
- (Exam Topic 4)
Universal Insurance is a large insurance company with a customer base that includes both individual consumers and businesses. The company has implemented Person Accounts in Salesforce. It has a custom object for policies that needs to relate to both Person Accounts and Business Accounts. What is the minimum configuration on the policy custom object needed to meet this requirement?

A. Create a contact lookup field and an account lookup field
B. Create a master-detail account relationship
C. Create a master-detail contact relationship
D. Create a custom contact lookup field

Answer: B

NEW QUESTION 629
- (Exam Topic 4)
UC uses a seven-step selling methodology. Each sales stage corresponds with a step in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to the forecast. What should a consultant recommend for this scenario? Choose 2 answers

A. Configure the first stage with the omitted forecast category.
B. Assign 0% probability to the first sales stage.
C. Override the forecast to be $0 for first stage opportunities.
D. Instruct sales users to enter $0 for the opportunity amount.

Answer: AB

NEW QUESTION 632
- (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 634
- (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 638
- (Exam Topic 4)
Which three processes are a use case for Visual Workflow? Choose 3 answers

A. Assignment of email to a case queue based on subject.
B. Decision-based troubleshooting for agents.
C. Cross-sell promotions for agents.
D. Field validation during case creation.
E. Caller verification and creation of a new case.

Answer: BCE

NEW QUESTION 639
- (Exam Topic 4)
Cloud Kicks has two sales divisions:
* a franchise sale division and
* a public sales division.
The sales representatives for each division have their own user profiles and person Accounts.
The franchise sales division sales representatives cannot create person Accounts, and they should only be able to set up franchise Accounts.
What should the Consultant recommended to meet this requirement?

A. Utilize Divisions to hide person Account from the franchise sales division's sales representative user profile
B. Remove person Account record types from the franchise sales division's sales representative user profile.
C. Ensure that the "Disable Person Accounts" permission on the franchise sales division's sales representative user profile is checked.
D. Hide the Person Account checkbox from the franchise sales division's sales representative user profile through Field-level Security.

Answer: B

NEW QUESTION 642
- (Exam Topic 4)
The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org.
How can the Consultant ensure that Leads are converted into either a business Account or a person Account where appropriate?

A. Ensure the Person Account checkbox on the Lead is checked prior to conversion.
B. Ensure the Company field is left blank to ensure it is converted into person Account.
C. Ensure the Company field is populated with "Person" to ensure it's converted into a person Account.
D. Ensure that there are separate record types for business Account Leads and person Account Leads.

Answer: B

NEW QUESTION 644
- (Exam Topic 4)
Cloud Kicks wants to sell to both consumer and Business. There will be a consumer sales team and a business sales team. Which two Salesforce functions will allow the Consultant to meet this requirement? Choose 2 answers

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

Answer: CD

NEW QUESTION 647
- (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 652
- (Exam Topic 4)
Universal containers has automated the process of creating new account records in salesforce. All account records created through this process are owned by a generic user. There are now two million account records that have been created in this manner. Universal containers is now seeing performance issues when it makes any changes to account sharing rules. What can universal containers do to address the issue without changing its integration?

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

Answer: C

NEW QUESTION 653
- (Exam Topic 4)
A sales manager at Cloud Kicks is reviewing teams opportunities in the forecast tab. The sales manager wants to split an opportunity
with two sales representatives in different regions.
Which three actions should the Consultant recommend to meet these requirements?

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

Answer: BCF

NEW QUESTION 654
- (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 656
- (Exam Topic 4)
The marketing Manager at Universal Containers wants to leverage the power of sales cloud to support the sales following requirement:
* monitor website traffic
* Email 1200 leads per day
* capture customer satisfaction survey result on a web form
* Understand (report) the case of marketing exercise vs sales activity What should a consultant recommend to meet this requirement?

A. Use mass email, campaign, campaign influence, web-to-lead, opportunity and report
B. Use community campaign, web-to-lead, opportunity and report and dashboard
C. Use site.com campaign web-to lead opportunity, report, and dashboard
D. Use AppExchange marketing app, campaign, web-to-lead, opportunity and report

Answer: D

NEW QUESTION 661
- (Exam Topic 4)
Universal Containers recently enabled Chatter and has found it extremely helpful in the sales process. Given the success, Universal Containers would like to bring the competitive intelligence team into Salesforce to leverage Chatter to collaborate on opportunities when key competitors are identified. Which step should be considered when setting up the competitive intelligence team? Select two answers.

A. Set up each member of the competitive intelligence team with standard user licenses.
B. Add the competitive intelligence team to Chatter groups organized by competitor.
C. Set up each member of the competitive intelligence team with Chatter Free licenses.
D. Create a single user for the competitive intelligence team to share.

Answer: AB

NEW QUESTION 664
- (Exam Topic 4)
Universal Containers sells products that require frequent collaboration with the same team of individuals who play a key role in closing deals. The lead sales representative determines the level of access for each of the collaborating team members on the opportunity. What solution should the consultant recommend to facilitate the collaboration of the lead sales representative and team members?

A. Define a sharing rule for each lead sales representative to assign appropriate access for all extended team members
B. Enable chatter to have the lead sales representative facilitate collaboration through sales team sharing
C. Create a public groups for extended team members and allow the sales representative to assign manual sharing on their opportunities.
D. Configure default opportunity teams for all lead sales representatives with team selling enabled

Answer: D

NEW QUESTION 668
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