Certified Salesforce Sales Cloud Consultant (SU23)

Salesforce Sales-Cloud-Consultant

Version Demo

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QUESTION NO: 1

Cloud Kicks is currently going through a fast-paced growth of its sales department. The Sales Director notices that new sales executives are investing time connecting with existing contacts who are not influential in furthering the business relationship.

Which two potential solutions can the Consultant recommend? (Choose two.)

A. Implement the Account Contact Role feature.

B. Add an Influencing Contact multi-select picklist field on the Account.

C. Add a Lookup field to Contacts to indicate Influential Contacts.

D. Track time invested in a custom field for each contact.

ANSWER: A B

QUESTION NO: 2

Good Kicks has the goal of generating high-quality leads by implementing Sales Cloud.

Which metrics should the consultant analyze to determine the success of this goal?

A. Total number of Leads created by a Sales Rep

B. Lead to Opportunity Conversion Rate

C. Lead to Quote Conversion Rate

D. Total number of Leads by source

ANSWER: B

QUESTION NO: 3

The sales director at Universal Containers is concerned the percentage of all Opportunities marked Closed Won is lower than expected. The director wonders if sales reps are converting leads before enough information is known about the prospects.

Which two criteria should a consultant recommend to determine if a lead is qualified? (Choose two.)

A. The lead needs Universal Container's products and services.

B. The lead has submitted a written agreement to purchase.

C. The sales rep believes there is a strong likelihood of a sale to this lead.

D. The lead works for a well-known company.

ANSWER: A B

QUESTION NO: 4

Cloud Kicks is concerned that the sales team is taking longer to dose opportunities in comparison to the same time last year. The VP of sales wants to determine the number of closed deals on a monthly basis and compare the month-over-month results.

Which two actions should the consultant take to meet the requirement?

Choose 2 answers

A. Create a report based on the Opportunity reporting snapshot.

B. Create a dashboard component and schedule the dashboard to refresh monthly.

C. Schedule a reporting snapshot of the Opportunity History object to run monthly.

D. Schedule a reporting snapshot of the Opportunity object to run monthly.

ANSWER: A D

QUESTION NO: 5

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. Salesforce Touch App

B. Salesforce Mobile App

C. Custom hybrid App

D. SalesforceA App

ANSWER: B

QUESTION NO: 6

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

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

A. Migrate all Contacts, then Opportunities, and then Accounts from the legacy back-end application.

B. Migrate all Accounts, then Contacts, and then Opportunities from the legacy back-end application.

C. Migrate all Opportunities, and then associate Accounts and Contacts from the current CRM application.

D. Migrate all Contacts, then Accounts, and then Opportunities from the current CRM application.

ANSWER: B

QUESTION NO: 7

After a project deployment, several bugs are identified by end users and prioritized by the project team.

What are two ways a consultant should resolve these issues?

Choose 2 answers

A. Build out issue resolution release in the appropriate development sandbox.

B. Build out issue resolution release in the production environment.

C. Perform user acceptance testing (UAT) m the appropriate development sandbox.

D. Perform user acceptance testing (UAT) m a Full sandbox.

ANSWER: A D

QUESTION NO: 8

Cloud Kicks (CK) uses a sales model where pre defined groups of reps work collaboratively on Accounts. Each group is also responsible for specific Accounts. CK has organization wide default access set to Public Read/1 for Accounts. CK discovered this caused issues with data quality where reps edited Accounts outside their scope responsibility. CK wants to allow reps to view any Account, but restrict editing to only reps who are responsible for those specific Accounts.

Which two steps should a consultant recommend to allow reps to continue to collaborate while eliminating incorrect edits?

Choose 2 answers

A. Change Account organization-wide defaults to Private.

B. Enable Account Teams to allow owners to grant Read/Write access.

C. Create an Account sharing rule to grant Read/Write access to all Accounts.

D. Change Account organization-wide defaults to Public/Read-Only.

ANSWER: B D

QUESTION NO: 9

Northern Trail Outfitters' sales representatives have to be certified to sell items in its Professional catalog.

Which two ways should Salesforce be set up to prevent those who are NOT certified from adding these items to opportunities? (Choose two.)

A. Utilize a separate price book for the products requiring certification and only share the price book to users who are certified.

B. Utilize a validation rule on opportunity products to prevent them from adding products marked as requiring certification if they are NOT certified.

C. Utilize a criteria-based sharing rule on products marked as requiring certification to only share the products to users who are certified.

D. Utilize a validation rule on products marked as requiring certification to prevent them from being added to an opportunity.

ANSWER: A B

QUESTION NO: 10

Universal Containers' (UC) sales reps have said there are too many reports and

dashboards which makes it hard to find what is important to them.

What should a consultant recommend that use to solve this issue?

A. Custom report types

B. Private folders

C. Enhanced Folder Sharing

D. Dashboard Filters

ANSWER: A

QUESTION NO: 11

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

Which consideration should the Consultant convey regarding person Account merges?

A. Person Accounts can be merged with Contact records.

B. Person Accounts can be merged with other person Accounts.

C. Person Accounts can be merged automatically by enabling the option in Account Setup.

D. Person Accounts with a redundant relationship can be merged with duplicate matching rules.

ANSWER: B

QUESTION NO: 12

A consultant needs to migrate data in Sales Cloud and is considering using Data Loader.

What are two capabilities of this migration tool? (Choose two.)

A. Extract organization and configuration data

B. Prevent importing duplicate records

C. Run one-time or scheduled data loads

D. Export field history data

ANSWER: C D

QUESTION NO: 13

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

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

Choose 2 answers

A. Move the users to the top of the role hierarchy.

B. Move the users to the bottom of the role hierarchy.

C. Mass transfer the records to another role in the role hierarchy.

D. Remove the users from the role hierarchy.

ANSWER: A C

QUESTION NO: 14

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

Which process improvement should the consultant recommend?

A. Validate that the Primary Campaign Source field on Opportunity records is populated.

B. Leverage the Probability(%) field on Opportunities to forecast revenue.

C. Ensure the Opportunity is associated with an Account record.

D. Ensure the Type field on Opportunities reflects the Campaign source.

ANSWER: B

QUESTION NO: 15

Cloud Kicks has three unique product lines, each with a unique sales cycle. Prospect qualification is consistent across the product lines; sales representatives then follow the specific product line's sales cycle.

Which two actions should a Consultant recommend to achieve these requirements? (Choose two.)

A. Create public groups for each opportunity sales process.

B. Create sales processes to map to each opportunity record type.

C. Define the default opportunity teams for each opportunity record type.

D. Define sales stages that align with opportunity record types.

E. Create opportunity record types for each sales process.

ANSWER: B D

QUESTION NO: 16

A sales manager for one of Cloud Kicks" sales territories is unable to see a forecast for the current quarter.

How should the consultant resolve this issue?

A. Add the sales manager to the Forecasting public group.

B. Configure the date filter on the forecast and assign it to the sales manager.

C. Set the sales manager as the Forecast Manager for this territory.

D. Select the correct forecast on the sales manager's user record.

ANSWER: C

QUESTION NO: 17

Cloud Kicks needs to associate some Contacts with more than one Account.

Which solution should a consultant recommend to meet this requirement?

A. Use the Contact to multiple accounts feature.

B. Use lead conversion to automatically copy the Contact information from Account A to Account B.

C. Use the Contact roles related list on Accounts.

D. Add Contact to the partners related list on the other Accounts.

ANSWER: A

Explanation:

Contacts to Multiple Accounts is quick to set up and allows reps to relate a single contact record to multiple accounts.

Reference: https://help.salesforce.com/s/articleView?id=sf.shared_contacts_set_up.htm&type=5

Available in: **Contact Manager**, **Group**, **Professional**, **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions

USER PERMISSIONS NEEDED	
To enable Contact to Multiple Accounts:	Customize Application
To view page layouts:	View Setup and Configuration
To edit page layouts:	Customize Application

QUESTION NO: 18

An executive at Cloud Kicks (CK) has asked its admin to create a diagram to show the high-level process areas within the business. CK plans to use the diagram to show the context

of a new area of the business within the overall business.

What should the admin create to meet this requirement?

A. Suppliers, Imports, Processes, Outputs, Customers (SIPOC) Diagram

B. Strengths, Weaknesses, Opportunities, Threats (SWOT) Diagram

C. Value Stream Map

D. Capability Model

ANSWER: A

QUESTION NO: 19

Cloud Kicks wants the sales operations team to be able to process customer credit card

payments within Salesforce.

Which approach should the consultant recommend to meet this requirement?

A. Schedule a nightly batch job to find and post daily charges

B. Create a flow to alert the finance team to manually charge the account.

C. Utilize an application from the AppExchange

D. Develop Apex to connect with the Authorized.net API.

ANSWER: C

QUESTION NO: 20

Cloud Kicks is concerned that the sales team is taking longer to close Opportunities each month in comparison to the same time last year. The VP of Sales wants to determine the number of closed deals on a monthly basis and compare the month-over-month results.

Which two actions should the Consultant take to create a solution? (Choose two.)

A. Schedule an analytic snapshot of the Opportunity object to run monthly.

B. Create a custom Opportunity report using custom formula fields for the stage closed/won.

C. Create a dashboard component; schedule the dashboard to refresh monthly.

D. Create a report based on the Opportunity snapshot.

E. Schedule an analytic snapshot of the Opportunity history object to run monthly.

ANSWER: A D