Most Important Sales Cloud SP21

1) 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?

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.

2) The sales director at Cloud Kicks wants to ensure, on the creation of Contacts for an existing Account, that the mailing address of a contact is the same as the shipping address of the parent Account based on the postal code. Which solution should the Consultant suggest to meet this requirement?

A. Create a Validation rule on the Person Account object to validate the MalingPostalCode of the contact with the ShippingPostalCode of the account.
B. Create a Validation rule on the Contact object to validate the ShippingPostalCode of the contact with the MalingPostalCode of the account.
C. **Create a Validation rule on the Contact object to validate the MalingPostalCode of the contact with the Shipping Posta lCode of the account.**
D. Create a Validation rule on the Account object to validate the MalingPostalCode of the contact with the ShippingPostalCode of the account.

3) 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 reassig the Account to a new owner based on status, and send an email regarding Account inheritance.

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

A. Person Accounts cannot be related to Accounts in a hierarchy.

B. Person Accounts can be disabled from Setup.

C. Account hierarchy allows person Accounts.

D. Person Accounts can only be child Accounts.

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

A. Implement Salesforce Connect to create Leads in Salesforce from the Cloud Kicks website.

B. Implement the SOAP web service API to send Leads from the Cloud Kicks website to Salesforce.

C. Implement Web-to-Lead to create Leads in Salesforce from the Cloud Kicks website.

D. Implement the REST web service API to send Leads from the Cloud Kicks website to Salesforce.

7) 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.

8) Cloud Kicks wants to implement a methodology to determine which current Leads have the most in common with Leads that have successfully been converted in the past. How can Cloud Kicks support this requirement?

A. Use Einstein Lead Scoring
B. Create a lead Rollup Summary Field.
C. Use Lead Conversation Reporting.
D. Create a Joined report.

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

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

11) Cloud Kicks wants sales representatives to be able to share key documents directly with customers who are not Community users. Which Salesforce feature satisfies this requirement?

A. CRM Content
B. Chatter Links
C. Documents
D. Attachments

99%

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

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

14) The sales director does not want users viewing each other's Opportunities, but wants users to check to see that the Account does not already exist prior to creating a new Account. Which Organization-Wide Default should the Consultant recommend?

A. Set Account to Public Read/Write, and Opportunity to Private.
B. Set Account to Public Read Only, and Opportunity to Public Read Only.
C. Set Account and Opportunity to Private.
D. Set Account to Public Read/Write, and Opportunity to Controlled by Parent.

15) Cloud Kicks has just completed its initial Sales Cloud Go-Live. Cloud Kicks leadership wants to target users who are not yet using the new application. What should a consultant recommend?

A. Track logins in a spreadsheet.
B. Run a Report on Users never Logged In.
C. Run a Mobile Login report.
D. Use the Lightning Usage app.

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

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

17) Cloud Kicks is undergoing a GDPR-focused implementation to ensure access to personal information data is limited to only users who need access to a company's account. Cloud Kicks has a private Account model. How should the Consultant provide specific Account access to the Renewals and Sales Operation teams?

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

18) Cloud Kicks has purchased a list of prospects and wants sales representatives to begin to contact and measure the Return Of Investment (ROI) of the people in the purchased list. Which solution should the Consultant recommend?

A. Create a new custom object for purchased leads.
B. Import the list as new leads and update the lead source to "Purchased Lead".
C. Create a campaign for this list, import the list as leads, and add them to the campaign.
D. Import the list as new leads using the import wizard.

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

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

21) In order to increase and promote adoption, sales management at Cloud Kicks wants sales representatives to follow Opportunities they create. Which two actions should the Consultant recommend to create a solution? Choose 2 answers

A. Turn on the Chatter feed settings that enables stage notifications to opportunity owners.
B. Create a report with newly created Opportunities and have sales management subscribe to the report.
C. Turn on the Chatter feed settings that enable users to automatically follow records that they create.
D. Use Process Builder with an Action Type of Follow Chatter when a record is created or edited.

22) Cloud Kicks' sales productivity is on the decline, while its competitors are doing great. The Consultant has suggested Einstein Opportunity Insights. Which three insights can this provide? Choose 3:

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

23) 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? Choose 2 answers

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

24) 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. Refer back to the project plan to see if the goals were met.
B. Create a trend report to determine if there is an increase in deals closed.
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.

25) The Cloud Kicks IT team has noticed that there are many duplicate person Accounts. The team can often easily indentify duplicates and wants to merge them. Which consideration should the Consultant convey regarding person Account merges?

A. Person Accounts can be merged with other person Accounts.
B. Person Accounts can be merged automatically by enabling the option in Account Setup.
C. Person Accounts with a redundant relationship can be merged with duplicate matching rules.
D. Person Accounts can be merged with Contact records.

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

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

28) Cloud Kicks acquired a shoe distribution partner. The Marketing and Sales Directors want to migrate the existing sales and marketing data into Cloud Kicks' Salesforce instance. Which three aspects should the Consultant consider before proceeding with the data migration? Choose 3 answers

A. Classic feature that have been improved by Lightning Experience
B. Total number of records being imported compared to the Salesforce edition
C. Criteria to apply to records that should be archived before migration
D. Volume of customer, partner, and prospect data from existing system
E. Number of marketing campaign licenses required for the migration

29) Cloud Kicks has 300K Account records and 16M Invoices. These were within a custom object in a master-detail relationship with the Account. Each Account record takes a long time to display because of the Invoice related list's lengthy rendering time. What should the Consultant do to solve this issue?

A. Raise a case with Salesforce to enable Fast Loading of the related list of Invoices, as this will help to render Account details faster.
B. Enable "Load Individual Component Separately" at the Lightning record page of the Account object, as this will allow Account details to render while Invoice related list data will be visible after querying details from Invoices.
C. Enable indexing on all the fields visible on the related list of Invoices, as this will allow the related list to load faster.
D. Enable the "Separate Loading of Related Lists" setting from User Interface Settings, as this will allow the Account detail to render while the Invoice related list data will be visible after querying details from Invoices.

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

31) The Sales Director at Cloud Kicks mandated that implementing logic and automation to quality top leads is priority. Cloud Kicks fully leverages Sales Cloud and has significant data points captured on converted Leads and closed won Opportunities for the past four

years. Which two actions can the Consultant first take to ensure a best practices implementation? Choose 2:

A. Begin with recommended base Lead Score of 100. After a predetermined amount of time, evaluate the results and adjust the Score accordingly.
B. Configure a qualification screen-based flow to assist Sales Reps in quickly determining which Leads are high priority.
C. Review converted Lead data with Sales and Marketing leaders to understand the interaction patterns that led to conversion.
D. Work with subject matter experts to define the key attributes of the ideal customer for Cloud Kicks' products.
E. Begin with the recommended base Lead Grade of B-. After a predetermined amount of time, evaluate the result and adjust the Grade accordingly.

32) To properly plan for company growth, Cloud kicks needs to track monthly revenue projections from the sales of its annual Subscription service. How should the Consultant configure Salesforce to support this reporting need?

A. Opportunity Dashboard showing Opportunities Closed each month
B. Opportunity Dashboard showing Products sold each month
C. Opportunity Products with formula fields for each month's value
D. Opportunity Products with monthly Product Schedules

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

A. Marketing Influence
B. Rate of Contact
C. Close Rate
D. Forecast Accuracy

34) Cloud Kicks channel partners for selling and servicing its "Shoe of the Month" club. As the number of Leads has increased, Cloud Kicks has seen a decrease in partner satisfaction regarding the quality of Leads, and a noticeable decrease in the Lead conversion rate. What can be done to increase partner satisfaction with the Leads being shared?

A. Configure a custom lead score field to assess Lead quality, then assign the Leads that exceed this score to partners.
B. Configure a cross-object validation rule to ensure that all fields on the Lead record are populated with data.
C. Utilize the Partner Lead Validator to populate a Lead score and assign to a partner channel queue.
D. Configure Einstein Insights prior to Leads routing to the partner channel.

E. Utilize the Lead score on the Find Duplicate button, and then assign the Leads with a score in the high category.

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

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

36) Cloud Kicks has a custom object, Projects, that has a Lookup relationship to the Opportunity object. How can the Consultant build a report that a report that contains data from both the Project and Opportunity objects?

A. Custom Report Types
B. Matrix Reports
C. Dashboards
D. Cross-object Filters

37) 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 Company field is left blank to ensure it is converted into person Account.
B. Ensure the Person Account checkbox on the Lead is checked prior to conversion.
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.

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

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

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

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

40) Cloud Kicks frequently has multiple sales representatives that collaborate on an Opportunity and needs Salesforce to allocate credit to each sales representative in order to track against a sales quota. Which Salesforce feature satisfies this requirement?

A. Opportunity splits
B. Account teams
C. Public Groups
D. Opportunity Teams

41) Cloud Kicks' VP of Technology wants to start using Salesforce for all of the sales teams automation. 70 million records were all migrated from a legacy database to the data warehouse that will be synced with Salesforce. Cloud Kicks wants to be able to search and cross-reference records with the original source database. What should a Consultant recommend to meet this requirement?

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

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

43) The Sales Director at Cloud Kicks noticed that while Lead conversion rates were high, Opportunities were not moving through the sales cycle. many of the contacts that were converted had no phone, email, or background information captured. Which three solutions can be used to improve the quality of Leads being converted? Choose 3 answers

A. Schedule a report that notifies Lead owners daily of Leads with incomplete information.
B. Create a validation rule to check that necessary information is complete upon Lead conversion
C. Implement a trigger that warns the user of incomplete information during Lead conversion.
D. Review Lead conversion mapping to ensure necessary fields are mapped correctly.
E. Update web-to-lead forms to require input fields be completed prior to submission.
F. Mandate that all Lead data must be reviewed prior to being created in Saesforce.

45) Cloud Kicks has three unique product lines, each with a unique sales cycle. Prospect qualification is consistent across the product lines; sales representatives then follow the specific product line's sales cycle. Which two actions should a Consultant recommend to achieve these requirements? Choose 2 answers

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

46) Cloud Kicks implementing Enterprise Territory Management for its retail sales. The Sales Director wants to organize Territories based on their characteristics. How can the Consultant meet this requirement?

A. Create a Territory Hierarchy, and set allocations and assignments.
B. Create a Territory Management Model with Territory Hierarchy and with priority.
C. Create a Territory Model with Territory hierarchy and set allocations.
D. Create Territory Types with priority and then create a Territory based on Territory Types.

47) Cloud Kicks is a large global company. The week of global training falls on a holiday week for the European region of the office on holiday. Which best practice should the Consultant recommend to overcome this obstacle?

A. Talk to the manager of that region and tell them how important training is and that they should come.

B. Move trainining for all users to the following week and communicate the change.
C. Run the training as planned and record it so the other users can watch the video.
D. Set up training session for just the European region and run the scheduled training.

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

50) 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.

51) 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.

52) Which two use cases will protect the integrity of order data with activation limitations? Choose 2 answers

A. Multiple reduction orders can be created for a single order.

B. Orders can be activated only if they include a product.
C. New Products can be added to Active Orders.
D. Products can be removed from Active Reduction Orders.

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

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

54) Cloud Kicks operates in multiple countries and wants to track historical exchange rates. The Consultant at Cloud Kicks has implemented exchange rates by using advanced currency management. How is the converted currency amount on Opportunities calculated?

A. Based on the Opportunity stage regardless of the Close Date
B. Based on the historical exchange rate regardless of the Close Date
C. Based on the Close Date regardless of the Opportunity stage
D. Based on the exchange rate regardless of the Close Date

55) The Cloud Kicks global sales team has asked for a simpler way to view and manage its Opportunity pipeline. The team is often responsible for hundreds of deals at a time across multiple countries and currencies. The account executive has suggested using the Kanban view. What are three considerations? Choose 3 answers

A. The Kanban view can show rollup summaries for currency fields.
B. The Kanban view can summarize records by currency fields.
C. The Kanban view displays amounts in the user's currency.
D. The Kanban view can display a maximum of 200 records.
E. The Kanban cards display up to 10 fields

56) The Cloud Kicks mobile sales team is using a combination of iOS and Android devices. The sales manager has requested that sales representative must record client meeting activity within Salesforce immediately after a meeting. Which two actions should a Consultant recommend to meet this requirement? Choose 2 answers

A. Log an activity using a Quick Action.

B. Log a meeting activity using the email to Salesforce feature.
C. Have the sales reps install the Salesforce Mobile app on their devices.
D. Have the sales reps install the Outlook for Lightning app on their device.
E. Log a meeting with mobile smart actions automatic sync.
F. Have the sales reps install SalesforceA on their mobile devices.

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

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

58) Cloud Kicks wants to integrate back-end systems with Salesforce. The track the "Shoe of the Month" product shipments to each customer and the associated tracking information is stored in a back-end tracking system. Which set of this integration?

A. Custom object "Status," Opportunity, Product
B. Custom Lightning Component, opportunity, Lead, Product
C. Custom object "Status," Opportunity line Item, Product
D. Custom Lightning Component, Opportunity, Product
E. Custom object "Status," Opportunity, Lead, Account, Product

59) Cloud Kicks maintains two lines of business: individual sales and franchise sales. the sales cycle for franchise sales is more complex and involves more stages than the individual sales cycle. Which three action should the Consultant recommend to create a solution? Choose 3 answers

A. Configure different sales process for each line business.
B. Assign different page layout to each record type.
C. Assign different sales processes to each page layout.
D. Configure different record types.
E. Configure different sales process to each page layout.

60) Cloud Kicks has a complicated sales process and is currently using 12 stages for Opportunities. Sales representatives often have difficulties deciding when to move Opportunities through the various stages. Which solution should the Consultant recommend?

A. Use Process Builder to send emails to sales representatives when Opportunities reach key stages, providing detailed information on what they need to do move the Opportunities to the next stage(s).
B. Use Path to provide guidance for key Opportunity stages
C. Advise sales representatives to post on Chatter so the sales team can collaborate to move Opportunities along the pipeline quickly
D. Configure a dashboard that shows Opportunities that have not moved stage for 30 days, and provide training to those Opportunities owners.

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

62) 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.

63) 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 "Grant 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.

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

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

65) 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. Enable Forecast Quotas from Setup.
C. Add a record to the quota object.
D. Update the sales quota field from the opportunity record.
E. Use Data Loader
F. Add a record to the Quotas related list from the user record.

66) Cloud Kicks has enabled quotas in collaborative forecasts. In which three ways can the quotas be managed for all users in forecast hierarchy? Choose 3 answers.

A. Add/update quotas using the Data Import Tool
B. Add/update quotas using DataLoader
C. Setup -> Forecast Settings -> Configure
D. Setup -> Quotas -> Forecast Quotas
E. Upload quotas using API

67) In order to increase and promote adoption, sales management at Cloud Kicks wants sales representatives to follow Opportunities they create. Which two actions should the Consultant recommend to create a solution? Choose 2 answers

A. Turn on the Chatter feed settings that enables stage notifications to opportunity owners
B. Create a report with newly created Opportunities and have sales management subscribe to the report

C. Turn on the Chatter feed settings that enable users to automatically follow records that they create

D. Use Process Builder with an Action Type of Follow Chatter when a record is created or edited

68) 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? Choose 3 answers

A. Enable Opportunity Splits.

B. Create a custom Opportunity currency field.

C. Enable Overlay Splits

D. Enable Opportunity Teams.

E. Create custom Product Families.

F. Create Revenue Split Types.

69) Part of Cloud Kicks' solution design is to incorporate Lightning Experience. The Consultant wants to see if there is an increase in the number of Lightning users. How should a Consultant track this?

A. Use the Lightning Experience transition Change Management Hub.

B. Create a report on users and filter for "Lightning user."

C. Create a report on users and add a Lightning component.

D. Use the Lightning Usage app and look at the monthly data graph.

70) A sales rep has access to an Account which has multiple child Accounts through the Account hierarchy. What will the sales rep see after clicking the view Hierarchy link?

A. No Accounts in the hierarchy

B. All Accounts in the hierarchy, with all fields visible

C. Only child Accounts in the hierarchy

D. All Accounts in the hierarchy, with limited field visibility

71) In the last requirements meeting, Cloud Kicks team member mention that they will be taking the next week off for a conference. What should a Consultant do in response to this news?

A. Set up two requirements workshops the following week

B. Have the client sign off on requirements and start the build

C. Update the solution design while they are at the conference

D. Update the project plan and communicate it to all the stakeholders

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

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

73) 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. Configure Apex to update a custom field on the parent account with the total value of won opportunities from the child accounts
B. Create a workflow rule to update the custom field on the parent account displaying the total value of won opportunities from the child account
C. Create a Roll-up Summary field on the parent account displaying the total value of won opportunity from the child accounts
D. 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

74) A Consultant for Cloud Kicks notices that the Deploy date for the Sales Cloud project is also the same weekend of a Salesforce release. What should the Consultant recommend?

A. Stop all work because the impact of the Salesforce release is unknown
B. Let Cloud Kicks know that there is a Salesforce release and that it may take longer
C. Complete the project sooner and push before the Salesforce release
D. Update the project plan for the following week and communicate the change

75) The Cloud Kicks website Contact Us form creates Leads that

need to be followed-up on in a timely manner by the sales representatives. The VP of Sales wants to be notified when the Lead creation date has passed 24 hours and the lead status is still new. The sales representatives would also like a list to follow up. Which two actions should the Consultant perform to create a solution? Choose 2 answers

A. Create a process builder process to send an email.
B. Create a Lead escalation rule for "Lead created date NOT equal to TODAY" and "Status equals new"
C. Create a dynamic report for sales representatives to subscribe to.
D. Create a publisher action on Lead.
E. Create a Lead list view filtered for "Lead created date NOT equal to TODAY" and "Status equals new".

76) Cloud Kicks uses 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

77) Cloud Kicks wants to default Opportunity name to naming convention. Which solution the Consultant recommend?

A. Create a Validation Rule on the Opportunity Object and evaluate the rule when the record is created.
B. Create a Validation Rule to require users to follow the defined naming convention
C. Create a Workflow Rule on the Opportunity Object and evaluate the rule when the record is created and every time the record is edited.
D. Create a Workflow Rule on the Opportunity Object with Time Dependent Actions, and evaluate the rule when the record is created and every time the record is edited.

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

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

D. Edit the Visualforce to make it available for the mobile app.

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

81) Up to this point, two sales reps have had separate Accounts and Opportunities. Sales rep A wants to Include sales rep B in a few Opportunities on one Account. Which two things will happen if Account Teams are enabled and used for this Account? Choose 2 answers

A. Rep A can let rep B view one of the Opportunities on the Account.
B. Rep A can let rep B edit all Opportunities on the Account
C. Rep A can let rep B view the Account but keep private Contacts.
D. Rep A can let rep B view the Account but keep private Activities.

82) Sales management at Cloud Kicks wants to track the following information
a. Number of open Opportunities in the current quarter by sales representatives
b. Number of Accounts that are current customer
c. Number of open cases in the last quarter for open Opportunities.
What should a Consultant recommend to meet these requirements?

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

83) Cloud Kicks uses channel partners for selling and servicing its "Shoe of the Month" club. As the number of Leads has increased, Cloud Kicks has seen a decrease in partner satisfaction regarding the quality of Leads, and a noticeable decrease in the Lead conversion rate. What can be done to increase partner satisfaction with the Leads being shared?

A. Configure a custom lead score field to assess Lead quality, that assign the Leads that exceed this score to partners
B. Utilize the Partner Lead Validator to populate a Lead store and assign to a partner channel queue
C. Utilize the lead score on the Find Duplicates button, and then assign the Leads with a score in the high category

D. Configure a cross-object validation rule to ensure that all fields on the Lead record are populated with data.
E. Configure Einstein Insights prior to Leads routing to the partner channel.

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

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

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

86) The Cloud Kicks sales team works with two different types of Leads: distributors and retailers. Cloud Kicks' management wants the sales team to follow two different lead qualification processes before converting the Lead into an Opportunity. Which three actions should a Consultant recommend to meet this requirement? Choose 3 answers

A. Create distributor and retailer Lead record types.
B. Create retailer and distributor Lead processes.
C. Create a new profile and only assign one Lead record type to it.
D. Add Leads to different campaigns to determine if they are distributor or retailer Leads.
E. Set up Opportunity splits to measure how different types of Leads are converted.
F. Create Status picklist values to accommodate the different qualification statuses for different types of Leads.

87) A Salesforce partner regularly works with Salesforce Account Executives to close deals with clients that are looking for a partner to implement Sales Cloud. As new partner sales reps are on-boarded, they spend quite a bit of time trying to determine which Account Executive maps to which Accounts and Opportunities. What should the Consultant recommend when rolling this out?

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

88) Cloud Kicks wants to be able to forecast revenue on a quarterly basis. Which date field should the Consultant recommend to ensure accurate forecasting?

A. The converted date on the Lead
B. The created date on the Opportunity
C. The close date on the Opportunity
D. The last modified date on the Opportunity

89) As part of Enterprise Territory management implementation, Cloud Kicks wants the user to manually search for territory in an active territory model and assign to Opportunities. Which approach should the Consultant suggest to meet this requirement?

A. Use the default Enterprise Territory Management to provide access to assign any active territory to the Opportunity
B. Enable sharing access to the account to assign any active territory to Opportunities
C. Update the Profile with the "manage Territory" permission
D. Create Apex Class code to assign territories to open Opportunities

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

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

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

93) 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 a lightning Component to set an Opportunity revenue schedule that automatically sets up a new Opportunity for renewal customers when it reaches the closed/won stage.
B. Develop an Apex trigger for renewal customers that inserts a copy of an Opportunity for the sales representative when it reaches the closed/won stage.
C. 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.
D. 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.

94) Cloud Kicks Sales Team Folder needs to be shared with the following:
a. The CEO role, so that view access is granted
b The CEO's assistant, so that view, share, save, rename, and delete are granted
c The Sales Manager for each region, so that view and save are granted.
How should the Consultant configure sharing?

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

95) 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 grouped folders, keeping the top region folder sharing settings and limiting the sharing settings for the grouped folders for each region.
B. Create all new regional folders and move the reports to the respective region folder with viewer access.
C. Create all new regional folders and move the reports to the respective region folder with subscribe access.
D. Create subfolders, keeping the top region folder sharing settings and limiting the sharing settings for the subfolders for each region.

96) Sales stages are shared between sales methodologies at Cloud Kicks; however, there are three product lines with unique sales methodologies. A few sales stages overlap between the three. Which three components should be configured to support this? Choose 3 answers

A. Three sales processes
B. Three record types
C. Three page layouts
D. One set of opportunity stages
E. Three sets of opportunity stages
F. One hybrid sales process

97) On Lead creation, the Sales Director of Cloud Kicks wants to implement rules to assign lead to the appropriate user. The new record should have the assignee's default record type. Which approach should the Consultant recommend to meet the requirement?

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

98) Cloud Kicks wants to boost importance of its sales stages and its role in the company's sales methodology. Cloud Kicks also wants to enhance precision of its sales forecast. Which 2 steps should be taken to ensure the Sales process is mapped to meet the requirements? Choose 2 answers

A. Map sales probability values to forecast categories.
B. Map forecast probability to Opportunity probability.
C. Map Opportunity stages forecast categories.
D. Assign appropriate sales stages

E. Assign forecast percentages.

F. Assign accurate probability to each stage

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

A. Set up a Process Builder process on the Account object to check for unique values

B. Set up an encrypted field on the Account object with Read Only on the field security settings for all profiles except the administrator profile

C. Set up a Flow on the Account object to check for unique values.

D. Set up an External ID field on the Account object with Read Only on the field security settings for all profiles except the administrator profile

85%

100) Cloud Kicks acquired a shoe distribution company. The VP of Technology wants to migrate all the sales data into Cloud Kicks' Salesforce instance. Which data migration sequence should the Consultant recommend for the objects?

A. Users, Products, Currency, Price Books, Quotes, Quote Line Items, Accounts, Opportunities, Opportunity Line Item

B. Products, Price Books, Users, contacts, Accounts, Opportunities, Opportunity Line items, Quotes, Quote Line items

C. Products, Price Books, Users, Opportunities, Opportunity Line Items, Quotes, Quote Line items, Accounts, Contacts

D. Users, Products, Price Books, Accounts, Contacts, Opportunities, Opportunity Line Items, Quotes, Quote Line items

101) Cloud Kicks' marketing department is migrating from its email campaign and management system to Salesforce. The marketing administrator wants to ensure that Cloud Kicks' email templates are retained. Which two solutions should a Consultant recommend for a successful migration? Choose 2 answers

A. Manually recreate the email and mail merge templates in Salesforce.

B. Enable Email Import and use the import Wizard

C. Enable Email to Salesforce before sending email templates to Salesforce

D. Import email templates the Data Loader

E. Create an email template change set or use the Lightning Platform.

102) 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. Add the sales manager to the forecasting public group

B. Set the forecast manager for this territory

C. Select the correct forecast from the user record
D. Suggest the opportunity owner share the opportunity with the sales manager

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

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

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

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

106) Cloud Kicks has two sales divisions: â€¢ a franchise sale division and â€¢ 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. Remove person Account record types from the franchise sales division's sales representative user profile
B. Hide the Person Account checkbox from the franchise sales division's sales representative user profile through Field-level Security.
C. Utilize Divisions to hide person Account from the franchise sales division's sales representative user profile
D. Ensure that the "Disable Person Accounts" permission on the franchise sales division's sales representative user profile is checked

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

A. To monitor customers' and prospects' NPS score with their customers
B. To create customer segment with personas and scoring
C. To survey prospects on post-purchase of competitors' products
D. To enrich customer data signaling intent to purchase

108) 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. Create quick actions to create child Opportunities
C. Enable Opportunity Splits from Setup.
D. Add the contributors to the Opportunity's contact role related list.

109) Cloud Kicks has started its operations in Europe in addition to the U.S. The company has enabled advanced currency management to support both EUR and USD. Cloud Kicks also has existing roll-up summary fields. Where are currency related roll-up summary fields supported?

A. From the Object rolling up to the Opportunity object
B. From any custom object to the Opportunity object
C. From the Opportunity line object to the Opportunity object
D. From the Opportunity object rolling up the Account object

110) Cloud Kicks has been late for every deadline and has missed several meetings. What should the Consultant recommend to the Cloud Kicks project manager to get the project back on track?

A. Revisit the communication plan and set up more frequent touch points with the customer.

B. Write a solution design and get sign-off so the build phase can start.

C. Ask what the customer would like the solution to be and demo it to them at the end of the build phase.

D. Setup Requirements Workshop and get sign-off

111) A Cloud Kicks syncs with a distributor partner's external system that ships the "Shoe of the Month" club to all Cloud Kicks' monthly subscribers. The VP Of Delivery wants to get notifications when machines that fold the boxes are malfunctioning, so that they can preemptively communicate to subscribers that the shipment may be delayed. What should the Consultant recommend?

A. Platform Events

B. Salesforce-to- Salesforce

C. Salesforce Connect

D. Workflow rules with email alerts

112) 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. User profiles with read access to Accounts also have read access to Contacts.

D. The Organization-wide Default for both Accounts and Contacts have been set to Public Read/Write.

E. At least one record type has been created for Accounts.

113) Cloud Kicks is implementing Enterprise Territory Management for its retail sales unit. The sales director wants a detailed roll-up forecast for Territories to be provided. Which two recommendations should the Consultant make? Choose 2 answers

A. Include the Forecast Manager field on the Territory page layout.

B. Create Apex class code to roll up forecast details for a Territory.

C. Include the Formula field in the Territory page layout.

D. Assign a Forecast Manager to a Territory.

114) The VP Of Sales at Cloud Kicks wants to give the sales team the power of the Salesforce Mobile app so that sales reps can do their tasks on the go. The sales team needs to create

and edit Leads, Contacts, and Opportunities with ease. Which two features should the Consultant recommend for the sales team to use? Choose 2 answers

A. Einstein activity capture
B. Mobile Smart Actions
C. Quick Actions
D. Lightning Mobile Component

115) Cloud Kicks needs the ability to determine the effectiveness of a recent marketing campaign on new leads. Which solution should the Consultant recommend?

A. Create a custom object and a record for the campaign, then relate the newly created record to the lead
B. Enable campaign influence and report on the influence percent and revenue share.
C. Specify the date range of the leads added to the campaign.
D. Create a custom text field to capture the marketing campaign

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

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

117) The VP of Sales at Cloud Kicks wants to provide options to sales representatives for changing Account or Contract details for a created order. Which two conditions should the Consultant consider to meet this requirement? Choose 2 answers

A. The Order should be in Draft Status
B. The price book associated with the Order is also associated to the new Account
C. The Contract associated with the Order is also associated to the new Account
D. The Currency associated with the Order can be different from the new contract

118) Sales representatives at Cloud Kicks often receive important customer emails they want to record as activities related to Contacts in Salesforce. Cloud Kicks has Office 365, and there is a policy preventing users from Installing anything directly on their computers. Which solution should a Consultant recommend to meet this requirement?

A. Lightning Console for Sales

B. Salesforce Console for Sales
C. Salesforce for Outlook
D. Lightning Sync

119) Cloud Kicks recently completed an implementation of Sales Cloud. CK has trained its users to use the Salesforce Mobile app to access Salesforce from their mobile devices and wants to determine how often the Salesforce Mobile app is being used. What should the consultant recommend?

A. Open a case with Salesforce
B. Use the Lightning Usage app to view Mobile activity
C. Create a custom report type between users and Mobile activity
D. Create a custom report type between users and Identity Event Logs

120) Cloud Kicks is excited about implementing Lightning features during the implementation. The company has rolled out a few groups of Sales Cloud users in Lightning already, but not all are trained on the Sales Cloud Lightning features requested for this implementation. What should the Consultant recommend for a successful deployment?

A. Communicate the information so that they have more staff available for changes
B. Adjust the project plan and communicate that the deployment will now be a week earlier.
C. Deploy all the changes that do not affect the Sales team and deploy the changes in the following sprint
D. Adjust the project plan and delay the deployment of the sprint.

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

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

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

123) Cloud Kicks is now live and training is complete, but the system administrator keeps calling with questions about the process. Which strategy should the Consultant use?

A. Test the process to make sure it still works.
B. Direct the admin to ask Salesforce
C. Conduct a Knowledge Transfer with the admin.
D. Have the admin review the solution design.

124) 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 that the products have a standard price in the list price field.
B. Activate the products in the price book.
C. Check that the products have a $0 list price
D. Check to ensure the products have been added to the price book.
E. Activate the price book

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

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

126) 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.

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

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

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

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

129) The sales director does not want users viewing each other's Opportunities, but wants users to check to see that the Account does not already exist prior to creating a new Account. Which Organization-Wide Default should the Consultant recommend?

A. Set Account to Public Read/Write, and Opportunity to Private.
B. Set Account to Public Read Only, and Opportunity to Public Read Only.
C. Set Account t and Opportunity to Private.
D. Set Account to Public Read/Write, and opportunity to Controlled by Parent

131) Cloud Kicks acquired a shoe distribution partner. The Marketing and Sales Directors want to migrate the existing sales and marketing data into Cloud Kicks' Salesforce instance. Which three aspects should the Consultant consider before proceeding with the data migration? Choose 3 answers

A. Classic feature that have been improved by Lightning Experience
B. Total number of records being imported compared to the Salesforce edition

C. Criteria to apply to records that should be archived before migration
D. Volume of customer, partner, and prospect data from existing system
E. Number of marketing campaign licenses required for the migration

132) Cloud Kicks channel partners for selling and servicing its "Shoe of the Month" club. As the number of Leads has increased, Cloud Kicks has seen a decrease in partner satisfaction regarding the quality of Leads, and a noticeable decrease in the Lead conversion rate. What can be done to increase partner satisfaction with the Leads being shared?

A. Configure a custom lead score field to assess Lead quality, then assign the Leads that exceed this score to partners.
B. Configure a cross-object validation rule to ensure that all fields on the Lead record are populated with data.
C. Utilize the Partner Lead Validator to populate a Lead score and assign to a partner channel queue.
D. Configure Einstein Insights prior to Leads routing to the partner channel.
E. Utilize the Lead score on the Find Duplicate button, and then assign the Leads with a score in the high category.

133) Cloud Kicks uses a custom object named GumShoe. GumShoe is the child in a master-detail relationship with the Opportunity object. Staff members use this object to create requests for supporting research. They want to easily generate new GumShoe records from their phones by using the Salesforce Mobile App. What should a Consultant recommended to meet the requirements?

A. Create a Quick Action.
B. Create a Lightning Component for mobile.
C. Create a custom hyperlink to a related list.
D. Create a custom Process Builder process.

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

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

136) Cloud Kicks uses an external ERP application to process its orders. This ERP application needs to receive data about Opportunities when the Opportunity closes. Which two solutions should the Consultant recommend? Choose 2 answers

A. Outbound Message with Workflow Rules
B. Connected App
C. Single Sign on
D. REST Callout

141) 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.

142) 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 2 answers

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

143) Which two process should be recommended to track the campaigns that influence won opportunities? Choose 2 answers

A. Have the administrator specify a timeframe that limits the time a campaign can influence an opportunity after the campaign first associated date and before the opportunity created date.

B. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date.

C. Have representatives populate a field on the opportunity record with the dollar amount of the expected revenue from the campaigns that influenced the opportunity.

D. Automatically add child campaigns of the primary campaign source if the child campaigns have an end date that falls before the opportunity close date.

144) A consultar wants to co requiremen collected du the project planning st Which thre customer information points shou requested? Choose 3 answers.

A. List of stakehol with rol titles

B. Key rep from the current system.

C. List of required objects a fields (Y Answer)

D. Compan financia informat

E. Organiz chart wi titles

145) Northern Trail Outfitters (NTO) 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. NTO is now seeing performance issues when it makes any changes to account sharing rules. What can NTO do to address the issue without changing its integration?

A. Ensure that the generic user has not been assigned a role.

B. Contact salesforce support to add an index to the account object.

C. Set the organization wide defaults for accounts to public read/write.

D. Ensure that the generic user has the Modify All Data permission.

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

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

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

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

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

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

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

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

150) Northern Trail Outfitters (NTO) uses a custom object named Insight, which is the child in a master-detail relationship with the opportunity object. Sales teams use this object to create requests for analysts who conduct supporting research regarding an opportunity. Sales teams use Salesforce1 mobile app and want to easily create new insight records from their phones. What should a consultant recommend to meet this requirement?

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

151) Northern Trail Outfitters (NTO) wishes to implement a sales methodology that focuses on identifying customers challenges and addressing them with offerings. Which sales methodology is described above?

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

152) What is a consideration when implementing Advanced Currency Management? Choose 3 answers

A. Currency roll-up summary fields from opportunity products to an opportunity use the dated

exchange rate

B. Advanced currency management dated exchange rates are automatically updated on a monthly basis

C. The converted amount of an opportunity uses dated exchange rates based on the close date

of the opportunity.

D. Advanced currency management can be enabled or disabled in the organization under the

company profile if needed.

E. Currency roll-up summary fields from opportunities to an account use the static conversion rate

153) Northern Trail Outfitters (NTO) requires credit checks for all opportunities greater than $50,000. The credit management team members are all salesforce users. What should a consultant recommend to notify the credit manager that an opportunity needs a credit check?

A. Use workflow to send an email to the credit manager profile.
B. Use an Apex trigger to create a task for the credit manager user.
C. Use a validation rule to send an email to the credit manager role.
D. Use workflow to assign a task to the credit manager user.

154) Northern Trail Outfitters (NTO) wants controlled access for its users allowing them to see all accounts, but only make changes to the accounts they own and the contacts within those accounts. How should NTO set its default access for accounts and contacts

A. Set accounts to public read-only and contacts to controlled by parents
B. Set accounts to public read-only and contacts to private
C. Set accounts to private and contacts to private
D. Set accounts to private and contacts to controlled by parents

155) Northern Trail Outfitters' European and Asia specific sales team have different business requirements on how to create new opportunities. The team must configure a set of geographically-specific fields relevant only to their team as well as common fields that both teams will utilize. Additionally, each team should NOT be able to report on the other's region specific-fields.

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

156) Northern Trail Outfitters wants a visual representation in the Salesforce Mobile App of each account's sales by month. What should be recommended ?

A. **Embed a chart on the account page ; no other customization is needed.**
B. Create a dashboard component and use a Chatter feed on the account in Salesforce.
C. Embed a chart on the account page and use custom link to filter by account
D. Create a Visualforce page with an embedded chart component for each account

157) Northern Trail Outfitters (NTO) wants to record information about its conferences and attendees. Some customers attend multiple NTO conferences. What should the consultant recommend if NTO desires to present this data on the contact layout using the standard configuration?

A. Utilize Campaigns for conferences and a custom object to record attendee information
B. Create a custom object for conferences and a custom object to record attendee information
C. Create a custom object for conferences and a custom lookup field to conferences on Contacts
D. Utilize Campaigns for conferences and add Campaign Members to record attendee information.

158) Which three actions should a consultant recommend to provide alignment between a new formal sales methodology and Salesforce? Choose 3 answers

A. Develop a data integration between Salesforce and the sales methodology database
B. Configure Salesforce standard and custom objects to support the sales methodology
C. Embed Lightning components within Salesforce to support the sales methodology
D. Override Salesforce user interface with the sales methodology user interface.
E. Consider available sales methodology AppExchange applications

159) Northern Trail Outfitters (NTO) customer orders four lanterns. The order is activated in Salesforce, and the products are successfully shipped to the customer. One week later, the customer returns one lantern. How should NTO record the return in Salesforce?

A. Create a reduction Order under the activated Order
B. Create a custom field on the Order Product object

C. Create a new Order Product with quantity set to -1
D. Change the quantity value on the Order Product to 3

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

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

161) Northern Trail Outfitters has two sales divisions; • An individual sales division, and • A business sales division The Sales representatives for each division have their own user profiles and person accounts. The business sales division sales representatives cannot create person accounts and they should only be able to set up business accounts. How can these requirements be met?

A. Use field-level security to hide “Is Person Account” checkbox from the business sales division’s sales representative user profile
B. Remove person account record types from the business sales division’s sales presentative user profile.
C. Use Divisions to hide person accounts from the business sales division’s sales presentative user profile
D. Check the “disable person accounts” permission on the business sales division’s sales representative user profile

162) Northern Trail Outfitters' sales manager noticed the lead conversion ratio styled the same for the healthcare industry even though the lead creation increased. Which reporting tool should resolve the issue?

A. Report on leads by source.
B. Campaign dashboard by industry
C. Industry performance dash board
D. Report on lead lifetime by industry

163) Northern Trail Outfitters uses a third-party application for credit ratings. An external web-based credit application has to be launched from a customer's account record in salesforce.

The application uses a credit ID on the account object. What should be created to meet this requirement?

A. A workflow rule to launch the product fulfilment application and pass the credit ID
B. A custom credit ID field as an external ID on the account to launch the credit application and pass the credit ID
C. A formula field that uses the hyperlink function to launch the credit application and pass the credit ID
D. A custom button that calls an Apex trigger to launch the credit application and pass the credit ID

164) A salesperson at Northern Trail Outfitters (NTO) cannot view a contact's information from social profiles. NTO has Social Accounts and Contacts turned on its account. Why is the salesperson unable to access the information?

A. The information shown is based on the sales representative's social connection with contact
B. The fields configured by Universal Containers' administrator on the contact page layout are missing
C. The link to the Facebook profile is NOT configured with administrator password to access detailed information
D. Universal Containers must install and APP Exchange package to access public profile information for its users

165) Sales representative at Northern Trail Outfitters are creating opportunities after they closed/won. Sales management is concerned that pipeline and forecasting reports are inaccurate because of this. Which two solutions should resolve this issue? Choose 2 answers

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

166) Northern Trail Outfitters uses Products in Salesforce and has a private security model. What should a consultant recommend to allow product management employees the ability to track the performance of a newly launched products if they do NOT have access to all opportunities?

A. Create a trigger to add the product management team to the sales team of the relevant opportunities
B. Create a criteria based sharing rule to add the product management team to 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

167) How should a consultant configure Sales Cloud if a customer requires two unique sets of sales stages for opportunities based on the opportunity amount being greater than or less than $100,000 USD?

A. Create two sales processes, two opportunity record types, and a workflow rule triggered by the opportunity amount.
B. Create two sales processes, two opportunity record types, and a workflow rule triggered by sales stage.
C. A 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.

168) Northern Trail Outfitters has organization-wide defaults set to private. Sales representatives own the accounts and want to collaborate with relevant people from other departments (e.g. marketing and finance). Collaborating team members must be able to access and report on relevant data. Which two solutions should be recommended?

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

169) A sales manager wants a report that reflects all activities in the manager's accounts, including contacts and opportunities. Which report should the sales manager use?

A. Activities report on accounts and opportunities the manager owns
B. Activities report on accounts, contacts and opportunities the manager own
C. Activities report on accounts the manager owns

D. Activities report on accounts and contacts the manager owns

170) A sales representative at Northern Trail Outfitters needs to securely send confidential product roadmap information to a premier customer. Which two steps should be taken to send this information using content delivery? Choose 2 answers

A. Remove access to the content after a specified date
B. Require the customer to enter a security token to download the content
C. Require the recipient to log into Salesforce to access the content
D. Require the customer to enter a password to view the content

171) Northern Trail Outfitters allows its sales representative to negotiate up to a 1 discount for their opportunities. Discounts greater than 1 must be sent to their Regional Sales Manager (RSM) for approval. Discounts greater than 15% must also be sent to the Regional Vice President (RVP) for approval. Which approach would satisfy these requirements?

A. Create two approval processes one for RSM and one for RVP.
B. Configure an approval process for the RSM and workflow for the RVP.
C. Configure a workflow approval task and email to RSM and RVP.
D. Create two step approval processes for the RSM and RVP as approvers.

172) A consultant needs to migrate data in Sales cloud and is considering using Data Loader What are two capabilities of the migration tool? Choose 2 answers

A. Prevent importing duplicate records
B. Run one-time or schedule data loads
C. Export filed history data
D. Extract organization and configuration data

173) Northern Trail Outfitters gain sales leads at its annual trade show. Duplicate leads are generated when they are imported and already exist in the system. What should be done to address the issue with duplicate leads?

A. Upload the leads to Data.com to remove duplicates and select the option to have them automatically imported
B. Upload the leads and click “Find Duplicates” button for each lead record to identify potential duplicate lead
C. Upload the leads using Data Loader and enable “Find Duplicate” setting to prevent duplicates

D. Upload the leads using Data Import wizard and select the appropriate field to match duplicates against existing records.

174) What should a consultant recommend to show a dashboard with forecast by product family with quotas?

A. Create an analytical snapshot to capture the opportunity forecast
B. Build a joined report with closed opportunities, forecasting items, and quotas
C. Build a custom report with closed forecasting quotas with forecasting items
D. Customize Quotas with product report and add necessary fields

175) Northern Trail Outfitters is migrating from its legacy campaign and email management system to Salesforce and wants to ensure that its email templates are retained. What should be recommended for a successful migration?

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

176) 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 • Quarterly How should this solution be implemented?

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

177) Northern Trail Outfitters has its sales support team enter new prospecting leads for sales representatives. Which three actions should be implemented to enforce data quality and accuracy once the new lead has been qualified and the opportunity has been created to track the deal? Choose 3 answers

A. Enable the lead conversion permission
B. Map custom fields to corresponding opportunity fields
C. Enable validation rules on the opportunity
D. Create an Apex trigger to perform data quality checks.

E. Enable validation rules on the lead

178) Northern Trail Outfitter's partners need the new quoting functionality that was recently implemented for sales representatives What should be recommended ?

A. Update the partner sales process to include stages for managing and submitting partner quotes.
B. Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.
C. Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.
D. Enable quotes and content in the partner portal to allow partners to store their PDF quotes.

179) Northern Trail Outfitter wants to implement a Partner Community to help manage an extensive distributor and reseller partner community. The consultant is setting up partner users. What are two considerations for this step in the process? Choose 2 answers

A. Partner users are associated with the same set of profiles as internal users.
B. The sharing model should be re-evaluated when the Partner Community is enabled.
C. Partner user can own account and opportunity records in salesforce.
D. Partner users CANNOT receive emails generated through workflow actions

180) Northern Trail Outfitters' Board of Directors thinks that sales user adoption should be calculated by the number of daily logins. Which two measures of sales user adoption should be considered when implementing Sales Cloud? Choose 2 answers

A. Overall effectiveness of mass email campaigns
B. Completeness of records entered into the new system
C. Number of neglected opportunities over time by role
D. Number of reports exported to Excel for analysis

EXTRA Question Must read ----- WI21

1) Which two processes should minimize changes in project scope during the design and build phases, post sign-off, when using a traditional project methodology? Choose 2 answers

A. Update requirements based on feedback from key stakeholders.
B. Obtain customer sign-off on the solution design.
C. Map business requirements to the solution design.
D. Map solution design documents to system test scripts.

2) Channel sales representatives at Northern Trail Outfitters (NTO) need to push pre-qualified leads to their partners. Partners need the ability to access and update the leads assigned to them. To meet this requirement, NTO plans to implement lead management functionality. Which solution should a consultant recommend?

A. Add the leads tab to the Partner Community and configure partner profile to access leads
B. Create a customized site where partners can self-register and access their leads.
C. Create a task for the partner where a new lead is created and assign it to partner in the Partner Community.
D. Configure a separate lead record type and page layout for the partner community.

3 . Cloud kick has an external ERP system which stores product order information. Cloud kicks wants to view those orders as a related list on the account record in real time.
What solution should the consultant recommend?

a. Create custom object product under information in salesforce, run a night scheduler to get details from ERP and add the add the custom object as a related list on the account
b. Implement salesforce to salesforce connect to get real time product order information and add it as a related list on the account.
c. Implement salesforce connect and and external object to get real time product order information and add it as a related list on the account.
d. Create a lightning component, and using REST integration, get the real time product order information from ERP.

4) Northern Trail Outfitters has a lead qualification team that does the following: • Qualifies opportunities • Converts lead into opportunities During lead conversion, the new opportunity must be assigned to the account owner. What should be created in order to meet this requirement?

A. A workflow on the opportunity

B. An assignment rule on the account
C. A trigger on the opportunity
D. An assignment rule on the opportunity

5) How is the campaign influence for opportunities impacted when a contact is associated to an opportunity in a contact role, if the influence timeframe for a campaign is 60 days?

A. Campaigns in which a contact became a member within the last 60 days will be added to the

campaign influence report.
B. All campaigns created within the last 60 days will be added to the campaign influence related list.
C. All contacts associated with campaigns will be added to the campaign influence related list.
D. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list.

6) **Northern Trail Outfitters (NTO) has over 20,000 Accounts and 75,000 Contacts. NTO wants to ensure the customer data is accurate and that the customers are still currently at their respective companies. How can this be confirmed?**

A. Create a workflow rule for the account and contact owner to confirm contact data.
B. Use a data cleansing tool and the Stay-in-Touch feature of Salesforce to email contacts
C. Use a data enrichment tool to verify account and contact data is up-to-date
D. Create a workflow rule to mass email the contacts and capture any email bounces.

7) Sales director at Northern Trail Outfitters (NTO) cannot see or update their teams forecasts. Sales representatives are constant asked to provide the directors with their updated forecast information. Which two methods should NTO use to correct how forecasts are managed? Choose 2 answers

A. Enable override forecast permissions in the Manager's profile.
B. Create a forecast hierarchy and assign managers to the forecast manager role.
C. Configure weekly customized forecast reports and dashboards to be emailed to sales

management.
D. Create a forecast Chatter groups where sales representatives can post and share their forecasts.

8) Northern Trail Outfitters (NTO) has configured a private sharing model for the following • Accounts • Opportunities. As part of NTO's sales strategy, each sales representative collaborates with the same set of Individuals for each opportunity. How should sales representatives be given appropriate access to an opportunity?

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

9) Northern Trail Outfitters (NTO) wants to boost the importance of its sales stages and their role in NTO's sales methodology; they also want to enhance the precision of their sales forecast. How should the steps in the sales process be mapped so NTO's requirements are met?

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

10) Northern Trail Outfitters has two products that each have a unique sales methodology. Some of the sales stages are shared between methodologies, the rest are exclusive to only one of the sales processes. Which three components should be configured to support two unique selling methodologies, even when a few of the sales stages overlap between the two? Choose 3 answers

A. Two record types
B. Two sales processes
C. Two page layouts
D. One set of opportunity stages
E. Two sets of opportunity stages

11) Northern Trail Outfitters plans to integrate with Salesforce and track product shipments from each customers. The tracking information is currently available in a back-end system. Which set of objects are important for this integration?

A. Opportunity, opportunity product, custom object shipment status.
B. Lead, opportunity, product, custom object –shipment status.
C. Lead, account, opportunity product, custom object –shipment status.
D. Opportunity, opportunity product, campaign, custom object –shipment status.

12) Which two processes should be recommended to track campaigns that influence won opportunities? Choose 2 answers

A. Have the administrator specify a time frame that limits the time a campaign can influence

the opportunity after the campaign first associated date and before the opportunity created

date.
B. Automatically add child campaigns of the primary campaign source if the child campaigns have an end date that falls before the opportunity close date.
C. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date
D. Have representatives populate a field on the opportunity record with the dollar amount of

the expected revenue from the campaigns that influenced the opportunity.

13) A sales manager at Northern Trail Outfitters (NTO) needs to give the another manager access to an account as well as its four child accounts. NTO has account hierarchies with a private sharing model. How should the sales manager enable access?

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

14) Leads created from the "Contact Us" form on the Northern Trail Outfitters' website are not being followed-up on in a timely manner. Management wants to be notified when a lead has NOT been followed-up within 24 hours if being submitted. Which action should be recommended?

A. Send an email using lead escalation rule
B. Notify using publisher action

C. Notify using Chatter on leads

D. Send an email using time-based workflow

15) Northern Trail Outfitters (NTO) wants to launch an email campaign for its new winter gear. The NTO sales representative will review the response to the campaign and determine who the decision makers are prior to the beginning the sales process with each respondent. What set of steps should the consultant recommend for NTO?

A. Create a campaign, associate the leads to the campaign, and qualify the respondents.

B. Create a campaign, qualify the respondents, and create accounts and contacts

C. Create both account and contact records, then associate the contacts to the campaign

D. Create leads, convert them to opportunities, and qualify the respondents on the opportunities

16) Northern Trail Outfitters wants to link contacts with more than one account. What should be recommended if a contact is an employee in one account, and on the boards of three additional accounts?

A. Associate the contact to other account using a custom lookup field.

B. Clone the contact record and add to the second account.

C. Enable contacts to multiple accounts feature

D. Add the contacts to the partner related list on the second Account.

17) A Sales Cloud consultant is working on an implementation that has multi-currency, multi-language and region-specific sales processes and workflows. Which two actions are essential for optimizing user adoption? Choose 2 answers

A. Employing realistic training data in the corporate standard currency

B. Communicating the training plan well in advance of training start date

C. Developing only a standardized, global training curriculum for all users

D. Customizing the training curriculum for each specific region

18) Northern Trail Outfitters has multiple currency enabled. Which two statements are true about opportunities in this situation? Choose 2 answers

A. The selected currency is used for the Amount (Converted) field.

B. Currency must be specified for the opportunity

C. User’s default currency overrides the specified opportunity currency.

D. The selected currency is used for the Amount filed.

20) Northern Trail Outfitters (NTO) attributes a decline in profit to an excessive number of discounts on opportunities. Which two actions can NTO request to monitor and control opportunity discounting? Choose 2 answers

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

21) Northern Trail Outfitters (NTO) uses channel partners for selling and servicing its products. As volume of leads has increased, NTO has noticed a decrease in satisfaction from partners on the quality of leads and a noticeable decrease in the lead conversion rate. What should the consultant suggest in order to increase partner satisfaction with the leads being shared?

A. Create a custom lead score field to assess lead quality and assign the leads that exceed the

score to partners
B. Create multiple validation rules to ensure that all fields on the lead record are populated with data
C. Assign all leads to the partner channel manager to validate the lead data and manually assign to partners
D. Use the lead Score on the find duplicates button and assign the leads with a score in the high category

22) Sales directors at Northern Trail Outfitters (NTO) need access to edit opportunity fields in the case of last minute updates once the sales stage reaches Negotiation/Review; however, sales representatives should not have editing rights at that stage. Which solution should the consultant advise?

A. Create a validation rule to enforce field access based on the sales stage and a custom

permission.
B. Change the field level security for the sales representatives to restrict field access based on the sales stage.
C. Create a workflow rule to enable field access for the sales directors based on sales stage.
D. Modify the profile for sales directors to enable the “Modify All” object permission for the opportunities.

23) Management at Northern Trail Outfitters wants to make sure their sales representatives are recording important email communication with customers while they are away from their

offices. The sales representatives use various email applications. Which solution should be recommended?

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. Forward emails using their Email-to-Salesforce email address from their smartphones and computers
D. Download and install the Salesforce for Outlook connector on their smartphones and computers

24) Northern Trail Outfitters has Advanced Currency Management enabled and needs report that span time periods when the exchange rate was different. What is the converted amount based on this scenario?

A. On exchange rates that use the most current entry
B. On exchange rates entered in the opportunity
C. On exchange rates that use the oldest entry
D. On the historical exchange rate associated with the close date

25) Northern Trail Outfitters (NTO) is hiring additional sales representatives due to rapid sales growth. The NTO sales management team wants to develop more structure around sales territory. Which two data points should be considered? Choose 2 answers

A. Distance between the customer headquarters and their sales representatives
B. Number of currencies needed to support each sales territory
C. Average number of customers managed by a sales representative
D. Attributes needed to segment and categorize customers

26) A consultant is recommending Salesforce Console for Sales to Northern Trail Outfitters to improve sales productivity in inside sales. Which two use cases support this recommendation? Choose 2 answers

A. Need to view the caller ID on screen and quickly make calls with one click
B. Need to add notes quickly while talking to the client
C. Need to chat with customers in real time with Chatter
D. Need to prioritize search results for contacts and opportunities

27) Northern Trail Outfitters ' (NTO) consumer business has grown to more than 500,000 contracts. NTO stores all individual contracts 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? Choose 2 answers

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

28) Management at Northern Trail Outfitters want to see forecast numbers by all sales representatives and by multiple product groups. Which two actions should a consultant recommend to meet these requirements? Choose 2 answers

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

29) Northern Trail Outfitters (NTO) needs to quickly look up contacts, accounts, and opportunities and easily log calls. The team wants to access to customer information even without an Internet connection because of limited coverage in certain geographic areas. Which mobile solution should NTO use?

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

30) Northern Trail Outfitters (NTO) 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. Define sales processes to map to each opportunity record type.
B. Configure opportunity record types for each sales process.
C. Create sales stages that align with opportunity record types.

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

31) Northern Trail Outfitters (NTO) generates the sales proposal for each opportunity and needs to share it with the customer. All members of the sales team are able to update and comment on the proposal. It is important that customer does not see the earlier version of the proposal or the team comments. Which solution should a consultant recommend to meet this requirement?

A. Upload proposal as Chatter file on the opportunity record and share with customer using a

link.

B. Save the proposal as an attachment on the opportunity record and share with customer using with the link.

C. Save the proposal as chatter file on opportunity record and add the customer as follower.

D. Upload the proposal in the private chatter group accessible to the sales team and invite the customer to join.

32) Northern Trail Outfitters (NTO) currently uses the customizable forecasting feature. A sales representative at NTO 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 dosed/won • $1,000 opportunity that has been lost What are the sales representatives Best Case forecast for the current quarter?

A. $6,500

B. $2,000

C. $5,500

D. $3,500

33) A customer needs chatter, a custom mobile layout, and custom branding for its mobile users. Which solution should a consultant recommend?

A. Salesforce1

B. Mobile classis

C. Chatter for mobile

D. Custom mobile

34) Resellers for Northern Trail Outfitters (NTO) need access to reports in the partner communities to help manage their opportunities. How should salesforce be configured to give resellers the correct level of access to reports?

A. Create a chatter group that allows partner to post item appropriate list view and report.
B. Create the appropriate list views and report folder, and share with all partner users.
C. Create the opportunity list view and report folder in the partner communities for all partners.
D. Create a new tab in the partner communities to display the appropriate list view and report folder.

35) Northern Trail Outfitters (NTO) 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 and configure sales cloud to work in the same way
C. Review the current system with executive management to understand their requirement
D. Review the current system with IT management to understand their requirement

36) The sales manager at Northern Trail Outfitters (NTO) is concerned that the leads from the marketing department are outdated and poor quality. What action should be taken to address this issue? Choose 2 answers

A. Create a validation rule that prevents the lead from being converted without specific fields

completed and train the users to enter all data accurately.
B. Create a workflow rule to update the lead rating field based on the lead status field and use assignment rules to route leads to appropriate sales reps.
C. Create a calculated field that scores leads based on lead attributes and use assignment rules

to route leads to appropriate sales reps.
D. Create lead assignment rules to assign leads to sales representatives based on the city and the state in which the lead resides.

36) What actions can a consultant take during the project planning phase to ensure client stakeholder goals are met? Choose 2 answers

A. Establish a stakeholder committee and meeting schedule.
B. Create scheduled dashboard to be sent weekly to all stakeholders.
C. Acquire the client stakeholders' key performance indicators.
D. Ensure the project key performance indicators are profitable

37) Northern Trail Outfitters (NTO) wants to improve sales productivity in inside sales and it has been advised to consider Salesforce Console for sales. What use case will satisfy this requirement? Choose 2 answers

A. Need to chat with customer in real time with chatter
B. Need to prioritize search results for contacts and opportunities
C. Need to add notes quickly or log activities for each record
D. Need to see records and related items as tabs under one screen

38) Northern Trail Outfitters (NTO) has a large sales department that is dispersed worldwide. Sales managers want greater visibility into the opportunities in progress with their respective teams and would like to receive email notifications when key opportunity fields are changed (e.g., amount or sales stage). However, individuals would like to control the frequency of their email notifications. Which solution should a consultant recommend for this scenario?

A. Configure the opportunity teams for opportunities so that only interested sales users are receiving notifications.
B. Configure Chatter and its related notification settings to provide relevant updates to interested sales managers.
C. Define a workflow rule and email task that is triggered when key fields are updated to new values.
D. Configure the individual Salesforce for Outlook email settings to control notification frequency.

39) What are the benefits of enabling territory management? Choose 3 answers

A. Ability to generate account sharing rule based on territory membership
B. Ability to expand private sharing model using account criteria
C. Support to complex and frequently changing sales organization
D. Support for multiple forecast per user based on territory membership
E. Ability to include opportunity in more than one record.

40) Northern Trail Outfitters (NTO) 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 $15,000 is business that is too new and has been assigned to the Omitted forecast category
B. The $15,000 is business that had already been lost and, therefore, is excluded from the pipeline forecast summary
C. The $15,000 is business that is in the Best case category, which is excluded from the pipeline forecast summary
D. The $15,000 is business that is in the commit category, which is excluded from the pipeline forecast summary*

41) Northern Trail Outfitters (NTO) wants to integrate the sales cloud solution with accounting system. What standard objects are likely to be used in the integration?

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

42) Northern Trail Outfitters (NTO) 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; add them to a dashboard to be emailed daily to the VP of Sales.
B. Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter.
C. Build a joined report to show the lead, Activity and Opportunity information, scheduled it to email daily to VP of sales.
D. Build three reports for the lead, activity, and opportunity information; have them automatically refreshed daily.

43) The marketing Manager at Northern Trail Outfitters (NTO) 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 site.com campaign web-to lead opportunity, report, and dashboard
B. Use mass email, campaign, campaign influence, web-to-lead, opportunity and report

C. Use community campaign, web-to-lead, opportunity and report and dashboard

D. Use AppExchange marketing app, campaign, web-to-lead, opportunity and report

44) Sales representatives and partners of Northern Trail Outfitters (NTO) constantly complain about the poor quality of lead data. Leads are owned by the Vice President of Marketing, who has established a task force and a project to remedy the situation. Which approach should the task force consider to improve and maintain the quality of lead data? Choose 2 answers

A. Use tools like the Lead Import wizard to identify and remove duplicates.

B. Import the lead data using the Find Duplicates wizard on the lead object.

C. Use Data.com to clean the existing lead data and new data going forward.

D. Create a workflow notification when leads are created with poor Quality data.

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

A. Enable Big Deal Alerts.

B. Enable Chatter feed on similar opportunities.

C. Allow Chatter feed tracking on opportunities.

D. Use opportunity update reminders.

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

A. Turn on the sync asset feature from the asset settings to create an asset record once an opportunity is closed/won.

B. Create a trigger on the asset object once an opportunity is closed/won, and add a button to the opportunity layout.

C. Request the sync order to asset feature from salesforce to create an asset record once an opportunity is closed/won.

D. Install an AppExchange app or create a trigger to automatically create an asset record once

an opportunity is closed/won.

47) Northern Trail Outfitters (NTO) representative wants to see forecast amount by all sales representatives and by multiple product group. What would a consultant recommend to meet these requirement? Choose 2 answers

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

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

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

49) What features of work.com can managers use to help sales representatives meet their quotas? Choose 2 answers

A. Coaching plans to help the sales rep drive results
B. Coaching feedback that automatically adjusts the goals
C. Coaching feed visible to the entire sales teams
D. Coaching dashboards to monitor progress

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

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

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

52) Northern Trail Outfitters (NTO) 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 separate page layout and report to flag and report on these deals
C. Create an opportunity record type and sales process for reporting on these deals
D. Create a customer filed on opportunity to flag and report on these deals.

53) Northern Trail Outfitters (NTO) is planning to implement salesforce sales cloud to support its professional services division. The NTO sales team wants to easily see customer purchasing activity on account, contact, and contract detail pages. What should a consultant recommend to meet this requirement?

A. Create a global publisher action to view all customer purchasing activity
B. Enable the orders object in salesforce to track customer purchases
C. Enable salesforce console for sales to see customer purchasing activity
D. Create a custom object related to the account, contact and contact objects.

54) The members of an opportunity team at Northern Trail Outfitters (NTO) are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with most current quote. How can the sales engineer identify the opportunities latest quote?

A. Reference the synced quote field on the opportunity record

B. Reference the synced quote history on the opportunity
C. Reference the last modified date on the quotes
D. Follow the opportunity's quotes in chatter.

55) Northern Trail Outfitters (NTO) wants to increase the productivity of its sales representatives. How can work.com be used to meet this requirement? Choose 2 answers

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

56) Northern Trail Outfitters (NTO) 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. Maintenance release schedule
B. Management communications
C. Training in local language
D. Type of training delivered
E. Sales rep quota targets

57) Northern Trail Outfitters (NTO) sells two product lines that each use a distinct selling methodology. Additionally each product line captures different information that is used to sell the products. What should a consultant recommend to support selling the two product lines?

A. Create two sales processes and two page layouts, assign them to two different opportunity

record types for each product line
B. Create two page layouts and two sales processes, assign them to the respective product lines to collect relevant information.
C. Create one page layout, two sales processes, and validation rules to capture relevant opportunity information
D. Create two page layouts, one opportunity record type, and one workflow rule to assign the correct page layout to the record type.

58) Northern Trail Outfitters (NTO) has set the organization-wide default to public read-only for accounts, contacts, and opportunities. Activities are set to be controlled by the parent.

The ABC corporation account is owned by a sales user whose profile grants to create, read, edit and delete access to accounts, contacts and opportunities. Based on this information, the owner of the ABC Corporation account record has the rights to take which actions? Choose 2 answers

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

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

A. Customer Community
B. Force.com Sites
C. Salesforce1 Sites
D. Site.com

60) Sales management at Northern Trail Outfitters (NTO) would like to track the following information: • Number of open opportunities in the current quarter by sales representative • Number of closed opportunities in the last quarter by sales representatives What should a consultant recommend to meet these requirements?

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

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

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

62) 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. Individual records can be manually compared side-by-side with matched Data.com records

and updated field-by-field.
C. Data.com can be configured to run automated clean jobs to flag field differences and

automatically fill blank fields
D. Data.com Clean can be used with salesforce.com person accounts and business accounts
E. Accounts, contact, and lead records can be selected from a list and cleaned all at once.

63) Sales management at Northern Trail Outfitters (NTO) wants product managers to become more involved with sales deals that are being delayed in the negotiation stage of the sales process. Product managers need to understand the details of specific sales deals, and address product capability and roadmap questions with customers. What solution should a consultant recommend to help product managers engage in sales deals? Choose 2 answers

A. Add the opportunity team, product managers, and customers to libraries containing files

relevant to sales deals
B. Create a chatter group to share product information with sales team, product managers, and

customers
C. Use an assignment rule to notify product managers when opportunities are updated
D. @mention product managers in chatter posts on relevant sales deals

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

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

65) Northern Trail Outfitters (NTO) 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 custom contact lookup field
B. Create a contact lookup field and an account lookup field
C. Create a master-detail account relationship
D. Create a master-detail contact relationship

66) Northern Trail Outfitters (NTO) has configured a private sharing model with Opportunity team selling enabled. The company allows its sales representatives to add sales team members to their opportunities when necessary. As a result, each sales representative has opportunities they directly manage and opportunities on which they collaborate with other sales representatives. Which data set filter on a single report would allow the sales representatives to see all opportunities they are involved with?

A. My collaborative opportunities
B. My team selling and my opportunities
C. My Team's Opportunities – not sure due to incomplete question.
D. My Team selling shared opportunities

67) Northern Trail Outfitters (NTO) wants to send out an email promotion on a monthly basis to a list of 50,000 leads. What should a consultant recommend to meet this requirement?

A. Create a lead assignment rule to send the email to the leads monthly
B. Use an email execution vendor to send emails for marketing campaigns
C. Use the standard salesforce mass email tool located on the leads tab
D. Create an email alert workflow rule to send the email to the leads monthly

68) Northern Trail Outfitters (NTO) supports two lines of business: shipping and freight. The sales cycle for freight deals is more complex and involves more stages than the shipping sales cycle. Which solution should a consultant recommend to meet these business requirements?

A. Create different record types and sales processes for each line of business, and assign different sales processes to each page layout
B. Create different record types and sales processes for each line of business and assign different stages to each page layout.
C. Create different record types and sales processes for each line of business, and assign different page layouts to each record type.

D. Create different record types and sales processes for each line of business, and use workflow field updates to assign stages.

111) The shipping department at the Northern Trail Outfitters (NTO) is responsible for sending product samples as part of the sales process. When an opportunity moves to the 'Sampling' stage, NTO 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 Product using an HTML email template.
B. Create it on the Opportunity using an HTML email template.
C. Create it on the Opportunity Product using a visualforce email template.
D. Create it on the Opportunity using a visualforce email template.

112) Northern Trail Outfitters (NTO) 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 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.

Correct

113) Northern Trail Outfitters (NTO) has a private sharing model for accounts and opportunities. Each sales representative is assigned to work with a dedicated sales engineer. The sales engineer will need access to their assigned sales representative accounts and opportunities. What should a consultant recommend to meet this requirement?

A. Enable account teams and have each sales representative configure their default teams
B. Have the sales representatives manually share the accounts and opportunities with their assigned sales engineers
C. Create criteria-based sharing rules to share the accounts and opportunities with sales engineers

D. Create a trigger to add the sales engineers to their sales representative account and opportunity teams

114) 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 - Quarterly 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

73) Which method should be used to automate repeat opportunities when regular customers are classified as a repeat account type?

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. 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
C. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative 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

74) The sales management team at Northern Trail Outfitters (NTO) wants to analyze how the sales funnel is changing throughout the month. NTO wants to store the details of open opportunities weekly, and forecasts and closes business monthly. What should be recommended?

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

75) What should a consultant recommended to show a dashboard with forecast by product family with quotas?

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

76) A consultant needs to migrate data in Sales Cloud and is considering using Data Loader. What are two capabilities of this migration tool? Choose 2 answers.

A. Extract organization and configuration data.
B. Prevent importing duplicate records.
C. Run one-time or scheduled data loads.
D. Export field history data.

32. Cloud kicks sells online subscription for its leading shoe of the month club. Customers can make a single payment or setup a weekly and monthly or quarterly. Cloud kicks wants to use opportunities to track and import on the subscription deals.

What should a consultant recommended to meet this requirement.

a. Use contacts with lookup to the opportunity object
b. Enable schedules on the product object
c. Use assets with lookup with opportunity object
d. Enable schedules on the opportunity object

78) Northern Trail Outfitters is migrating from its legacy campaign and email management system to Salesforce and wants to ensure that its email templates are retained. What should be recommended for a successful migration?

A. Create an email template change set or use the Lighting Platform

B. Enable Email-to-Case and use the Import Wizard.
C. Manually recreate the email and mail merge templates in Salesforce
D. Enable Email to Salesforce before sending email templates to Salesforce

79) Northern Trail Outfitters allows its sales representatives to negotiate up to a 1 discount for their opportunities. Discounts greater than 1 must be sent to their Regional Sales Manager (RSM) to approval. Discounts greater than 15% must also be sent to the Regional Vice President (RVP) for approval. Which approach would satisfy these requirements?

A. Configure an approval process for the RSM and a workflow rule for the RVP.
B. Create two approval processes, one for the RSM and one for the RVP.
C. Create the two-step approval process for the RSM and RVP as approvers.
D. Configure a workflow approval task and email to notify the RSM and RVP.

80) Northern Trail Outfitters' partners need the new quoting functionality that was recently implemented for sales representatives. What should be recommended?

A. Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.
B. Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.
C. Update the partner sales process to include stages for managing and submitting partner quotes.
D. Enable quotes and content in the Partner Communities to allow partners to store their PDF quotes.

80) The Sales manager at Cloud Kicks has asked an analyst to create a report when opportunities reach a certain stage with an amount equal to $100,000 dollars. The analyst saves the report to the sales team's subfolder called Big Deals. The Big Deals folder is a subfolder of the sales team folder, with view access to the Sales Manager roles. The Sales Manager wants to subscribe to the report. Which permission does the Sales Manager need in order to subscribe to the report created by the analyst?

A. Chatter Subscribe to reports permission
B. Subscribe to Reports: Set Running User permission
C. Subscribe to Reports: Run Reports permission
D. Subscribe to report permission
