1. 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.

Answer: A, D

2. 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 customizable 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

Answer: B

3. Cloud Kicks' high-value opportunities are becoming delayed in the approval process because sales manager’s 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. Allow managers to approve or reject requests via the Approval Requests tab.
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.

Answer: B, E

4. A Sales Rep at Cloud Kicks must 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 sales rep will have access to child Account records.

Answer: D

5. Sales Management at Cloud Kicks has noticed that the Quote amount on Opportunities does not match the Opportunity amount. Which two actions should the Consultant recommend to resolve this issue? Choose 2 Answers
A. Build a Workflow rule to update the Opportunity Amount with a Grand Total Value on the Quote Record.
B. Add the Syncing checkbox to the Quotes related list.
C. Add a global action to sync the Quote with the Opportunity.
D. Add a Sync button to the Page Layout.
E. Build a formula field on Opportunity to roll up Total Value from the Quote Record.

Answer: B, D

6. 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

Answer: A, D

7. The operations manager wants to synchronize customer list from the back office systems with Salesforce. What should the Consultant recommend to ensure data integrity?
A. Create a webservice connection between the Salesforce instance and the back office system.
B. Create a unique ID field on the Opportunity object.
C. Create an Apex trigger to exchange data between the Salesforce instance and the back office system.
D. Create an External ID field on the Account object.

Answer: D

8. In the last requirements meeting, Cloud Kicks team members 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

Answer: D

9. A consultant is meeting with a nonprofit client for the first time to discuss implementing the Salesforce Nonprofit Success Pack. The client outlines their current processes, including the standard and custom objects they use in Salesforce. What two topics should the consultant consider during the analyze phase of the implementation? Choose 2 Answers
A. Identify stakeholders and create a project team.
B. Discuss implementation timelines and potential barriers.
C. Establish specific topics for end user admin training.
D. Suggest a new process for gathering lead and campaign data.

Answer: A, C

10. 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.

Answer: B

11. 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. This information is impossible to provide with the current configuration. 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

Answer: B

12. 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".

Answer: B, C

13. 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

Answer: D

14. Cloud Kicks needs to associate some contacts with more than one account. Which solution should a consultant recommend to meet this requirement?
A. Use lead conversion to automatically copy the Contact information from Account A to Account
B. Use the Contact roles related list on Accounts.
C. Add Contact to the partners related list on the other accounts.
D. Use the contact to multiple accounts feature.

Answer: D

15. 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

Answer: C

16. 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.

Answer: C

17. 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.

Answer: B, C

18. 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 field history data
D. Extract organization and configuration metadata
E. Imports more than 100 fields per record.

Answer: B, C

19. Cloud Kicks uses a custom object named GumShoe__c. GumShoe__c 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__c 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.

Answer: B

20. The Consultant at Cloud Kicks has noticed that sales data is quickly outdated and wants to keep account data current. What should the Consultant recommend to maintain current 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 update and add records to Salesforce.
D. Enable the Automatic Account Update feature in Setup.

Answer: B

21. 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 assigned.
B. Specify in the Profile settings to take the record type of the assigned.
C. Specify in the Lead settings to take the record type of the assigned.
D. Specify the Lead Assignment Rules to take the record type of the assigned.

Answer: D

22. Cloud Kicks' sales representatives need help to remove obstacles when working on high-value sales deals. The sales management team wants to monitor and empower collaboration with cross-functional teams. 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. Enable Chatter feed tracking on opportunities.
D. Allow global team selling on Accounts.
E. Enable mobile alerts for Einstein Engagement.

Answer: A, C

23. 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.

Answer: B

24. 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

Answer: A

25. 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.

Answer: D

26. The Cloud Kicks mobile sales team is using a combination of iOS and Android devices. The sales manager has requested that sales representatives 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. Sales reps install the Salesforce Mobile app on their devices.
B. Sales reps log a meeting activity using the email Salesforce feature.
C. Sales reps install the Outlook for Lightning app on their devices.
D. Sales reps log an activity using a Quick Action.

Answer: A, B

27. Cloud Kicks manages its sales pipeline using Salesforce. When an opportunity moves to the closed/lost stage, the company wants to enforce that the expected revenue value be $ 0 in reports and dashboards. Which solution should a consultant recommend to meet this requirement?
A. Define an approval process to set the expected revenue field to $0 when the opportunity stage Is closed/lost.
B. Define a Process Builder process to set the forecast category to omitted when the Opportunity stage is closed/lost.
C. Ensure there is a dependency between stage and forecast category picklists to enforce the closed value for closed/lost stages.
D. Create a validation rule to verify the forecast probability for closed/lost opportunities is 0% and omit the forecast category for closed/lost.

Answer: B

28. 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

Answer: A

29. Part of Cloud Kicks' solution design is to implement 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 Assistant.
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.

Answer: D

30. Cloud Kicks' sales productivity is on the decline, while its competitors are more successful. 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

Answer: A, C, D

31. 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. Only the first 100 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

Answer: D

32. 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. Share their forecast with any external user.
B. Share their forecast with any Salesforce user.
C. See all of their territory forecast in a single-page summary view.
D. Share their summary view with any Salesforce user.
E. Add territories to the hierarchy.

Answer: B, C

33. Cloud kicks sales representatives are allowed to negotiate up to a 5% discount for the Shoe of the Month club. Regional Sales Managers (RSM) must approve discounts greater than 5%. Regional Vice Presidents (RVP) must approve discounts greater than 10%.
Which two steps should a consultant recommend to satisfy these requirements?
Choose 2 answers

A. Create a Process with Process Builder to automatically submit approval up to 5 % discounts.
B. Configure an approval process for the RSM and a workflow rule for the RVP.
C. Configure a Process Builder Approval task and email to notify the RSM and RVP.
D. Create two approval processes, one for the RSM and one for the RVP.
E. Create a two-step approval process for the RSM and RVP as approvers.

Answer: A, C

34. 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

Answer: D

35. The sales at Cloud Kicks needs to track the number of retail locations for each of its Leads. Once the Lead is converted, the sales team wants to see the number of retail locations related to its customer. The service team also wants to view this information. Which two actions should the Consultant take to meet this requirement? Choose 2 Answers
A. Create a rollup field on the Account to calculate the number of retail locations.
B. Map the custom field from the Lead object to the custom field on the Account object during lead conversion.
C. Update the Account with number of retail locations after it has been converted.
D. Create custom fields on the Account and Lead objects to store the number of retail locations.
E. Map the custom field from the Lead object to the standard field on the Account object during lead conversion.

Answer: B, D

36. 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 objects are critical for 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

Answer: A

37. 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

Answer: B

38. 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. Campaign object to Opportunity object
D. Opportunity line object to Opportunity object

Answer: D

39. 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

Answer: B, C

40. 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. Ask the opportunity owner share the opportunity with the sales manager

Answer: B

41. Cloud Kicks Sales Team Folder needs to be shared with the following:
The CEO role, so that view access is granted
The CEO's assistant, so that view, share, save, rename, and delete are granted
The Sales Manager for each region, so that view and save are granted.
How should the Consultant configure sharing?
A. Enable Manage access to the CEO role and subordinates and manage to the assistant profile
B. Set the CEO role to View, the CEO's assistant user to Manage, and the Sales Manager role to Edit.
C. 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.

Answer: B

42. 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 Account 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

Answer: C

43. Cloud Kicks is undergoing a GDPR-focused implementation to ensure access to personal information data is limited to only users who need access to a company's account. Cloud Kicks has a private Account model. How should the Consultant provide specific Account access to the Renewals and Sales Operation teams?
A. Create Renewals and Sales Operation Account team member roles and have Sales allocate Account team members to the appropriate users.
B. Create a role-based sharing rule to share all Account with the Sales Operations and Renewals roles.
C. Add Renewals and Sales Operations team members to a sales user's default Opportunity team.
D. Create a criteria-based sharing rule to share Accounts with the Sales Operations and Renewals public groups.

Answer: A

44. 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.

Answer: A, B

45. 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 0% probability to the first sales stage.

Answer: B, E

46. 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

Answer: A

47. Cloud Kicks recently completed an implementation of Sales Cloud and wants to determine how often the Salesforce Mobile app is being used by its employees. 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

Answer: A

48. Universal Containers needs to track quarterly sales goals for users. What are three ways a consultant can display sales goals and allow users to track their progress towards their goals? Choose 3 Answers
A. Enable show quota % attainment.
B. Create a Custom Report Type Including Forecasting quotas with forecasting Items.
C. Enable forecast adjustments.
D. Disable opportunity quantity forecasts.
E. Enable and show quotas.

Answer: A, B, C
49. 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

Answer: B, C, D

50. 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.

Answer: B

51. Cloud Kicks (CK) has an external ERP system which stores product order information. CK wants to view those orders as a related list on the account record in real time.
Which solution should the consultant recommend?

A. Implement Salesforce-to-Salesforce Connect to get real-time product order information and add it as a list on the account.
B. Implement Salesforce Connect and an external object to get real-time product order information and add the custom object as a related list on the account.
C. Create custom object product order information in Salesforce, run a nightly scheduler to get details from ERP, and add the custom 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

Answer: D

52. The Cloud Kicks Sales Support team manually enters leads into Salesforce throughout the week. 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. Use Flow to email the user of a potential duplicate Contact when a Lead is created.
B. Build a report that groups leads by email address to identify and merge duplicates
C. Use Dataloader to import the leads each week instead of entering leads individually.
D. Activate the Standard Lead Duplicate Rule that matches on both Lead and Contact.

Answer: D

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

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

Answer: A

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

A. Conduct a knowledge transfer with the administrator.
B. Ask the administrator to review the solution design.
C. Direct the administrator to ask Salesforce.
D. Test the process to make sure it still works.

Answer: A

55. 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. Leave the Company field blank.
B. Check the Person Account checkbox on the Lead.
C. Populate the Company field with “Person”.
D. Create separate record types for business Account Leads and person Account Leads.

Answer: A

56. Sales management at Cloud Kicks wants to track the following information:

- Number of open Opportunities in the current quarter by sales representatives
- Number of Accounts that are current customer
- 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

Answer: C
57. The Cloud Kicks IT team has noticed that there are many duplicate person Accounts. The team can often easily identify duplicates and wants to merge them. Which consideration should the Consultant convey regarding person Account merges?
A. Person Accounts can be merged with 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.

Answer: A

58. Cloud Kicks has a custom object, Project__c, that has a lookup relationship to the Opportunity object. How can the consultant build a report that contains data from both the Project__c and Opportunity objects?

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

Answer: C

59. Cloud Kicks to see how many closed won opportunities a campaign has generated over last 30 days. They have implemented a campaign influence model that uses the primary campaign source. Which two steps are needed to meet this requirement using standard functionality? Choose 2 Answers
A. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date.
B. Have the administrator define rules for campaigns to automatically add opportunities and then lock after 30 days.
C. Have the administrator specify a timeframe that limits the time a campaign can influence an opportunity after the campaign first associated date and before the opportunity created date.
D. Add child campaigns of the primary campaign source automatically if the child campaigns have an end date that falls before the opportunity close date.
E. Have representatives populate a field on the opportunity record with the dollar amount of expected revenue from the campaigns that influenced the opportunity.

Answer: A, D
60. Cloud Kicks is concerned that the sales team is taking longer to close Opportunities each month in comparison to the same time last year. The VP Sales wants to determine the number of closed deals on a monthly basis and compare the month-over-month results. Which two actions should the Consultant take to create a solution? Choose 2 Answers
A. Schedule an analytic snapshot of the Opportunity object to run monthly.
B. Create a custom Opportunity report using custom formula fields for the stage closed/won.
C. Create a dashboard component; schedule the dashboard to refresh monthly.
D. Create a report based on the Opportunity snapshot.
E. Schedule an analytic snapshot of the Opportunity history object run monthly.

Answer: A, D
61. A Consultant is implementing a new instance of sales cloud for cloud Kicks(CK). CK has a global sales presence, supporting a customer base throughout the world.
Which approach should the consultant recommend for setting up an account hierarchy structure?

A. Location-specific account structure with account hierarchies
B. Global account structure without account hierarchies

C. Global account structure with one global account and all contacts and opportunities linked
D. Location-specific account structure without account hierarchies

Answer: A

62. How should Cloud Kicks prepare for its first meeting to discuss its Salesforce implementation with a consultant?
A. Gather key stakeholders. Establish goals and key metrics. Set up the communication plan. Define the sales process.
B. Gather key stakeholders. Establish goals and key metrics. Plan for users. Define the sales process.
C. Establish key metrics. Set up profiles. Define the sales process. Gather key stakeholders. Set up the communication plan.
D. Establish goals and key metrics. Define the sales process. Plan for users. Identify the admin.

Answer: A

63. Universal Containers wants to help sales reps handle phone calls with prospective customers more efficiently. Which tool should the consultant recommend?
A. Open CTI
B. Order Management
C. Entitlement
D. Activity Capture

Answer: A

64. Cloud Kicks (CK) has an external EPR system which stores product order information. CK wants to view those orders as a related list on the account record in real time. Which solution should the consultant recommend?
A. Create a Lightning Component, and using REST integration, get the real-time production order information from ERP.
B. Create custom object product order information in Salesforce, run a nightly scheduler to get details form ERP, and add the custom object as related list of the account
C. Implement Salesforce Connect and an external object to get real-time product order information and add the custom object as a related list on the account.
D. Implement Salesforce-to-Salesforce Connect to get real-time product order information and add it as a related list on the account.

Answer: A
65. Cloud Kicks (CK) wants to utilize Opportunities to report and track subscriptions to its Shoe of the Month club. Subscribers can make a single payment, or pay weekly, monthly, or quarterly. Which solution should the consultant recommend to meet the requirement?
A. Configure the use of assets with a lookup to the opportunity object.
B. Configure the use of contracts with a lookup to the opportunity object.
C. Enable schedules on the opportunity object.

D. Enable schedules on the product object.

Answer: D

66. Cloud Kicks wants to use web-to-lead so potential customers can submit request for its products. Some existing customers also use this form to request new products, but their request are being blocked. What should the consultant recommend to resolve this issue?

A. Setup an API integration because web-to-lead and Duplication Rules are incompatible.
B. Create a new matching rule that ignore contacts, and set the Duplicate Rule to allow and report (with alert).
C. Modify the current Duplicate Rule to run only when the current user is the default web-to-lead creator, and set that rule to allow and report (with alert).
D. Create another Duplicate Rule to run only when the current user is the default web-to-lead creator, and set that rule to allow and report (without alert).

Answer: