Exam Questions Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant

https://www.2passeasy.com/dumps/Sales-Cloud-Consultant/

NEW QUESTION 1
- (Exam Topic 1)
Which feature should a Consultant recommend to allow a Tier 2 Service Representative to take over case processing from Tier l and know how far Tier l had progressed in troubleshooting?

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

Answer: B

NEW QUESTION 2
- (Exam Topic 1)
Universal Containers needs to provide contact center agents with access to a customer's payment history if the call concerns a billing problem. The following considerations need to be taken into account:
• Billing problems account for less than 5% of calls.
• Billing data is stored in an external system containing over 20 million records.
• Agents do not want to maintain separate login sessions for Salesforce and the billing system. Which two solutions should a consultant recommend? Choose 2 answers

A. Use Lightning Connect to connect and access data in real-time from the billing system.
B. Import payment data into Salesforce and add to the contact page layout as a related list.
C. Create a Visualforce page that retrieves payment information via a Web Service call-out.
D. Create a custom tab of type URL that displays a search page from the billing system.

Answer: CD

NEW QUESTION 3
- (Exam Topic 1)
Universal Containers wants to implement Knowledge to assist agents with the resolution of cases. Which three recommendations should a consultant make to meet this requirement? Choose 3 answers

A. Enable article customization for open cases.
B. Enable agents to create their own personal articles.
C. Enable suggested articles on new cases.
D. Enable article submission during case close.
E. Create an email template to send articles as PDF attachments.

Answer: CDE

NEW QUESTION 4
- (Exam Topic 1)
Universal Containers is training a new set of Service Reps. Part of the training includes handling Live Agent chats from customers. However, it is important that contact center managers monitor the chat sessions to ensure the Service Reps' responses are professional and accurate and to be able to assist when needed. What Lightning Console feature should a Consultant configure to support this need?

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

Answer: B

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

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

Answer: ABD

NEW QUESTION 6
- (Exam Topic 4)
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

Answer: A

NEW QUESTION 7
- (Exam Topic 4)
Universal Containers to plans implement to implement lead management functionality for channel sales representative who needs to push pre-qualified leads to their partner. Partners need the ability to access and update the lead assigned to them. What solution should a consultant recommend for the scenario?

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

Answer: B

NEW QUESTION 8
- (Exam Topic 4)
Universal Containers is devising a separate sales methodology to upsell service contracts to its existing customer base. The company would like to track and report on these deals separately from other deals. What should a consultant recommend to meet this requirement?

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

Answer: B

NEW QUESTION 9
- (Exam Topic 4)
The sales management team of Universal Containers has noticed that opportunities are taking longer to close. Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days. What analytics tool can the sales management team leverage to help determine the cause? Choose 2 answers

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

Answer: AB

NEW QUESTION 10
- (Exam Topic 4)
UC implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners. How can this be accomplished?

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

Answer: A

NEW QUESTION 10
- (Exam Topic 4)
Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four opportunities for the current quarter that are detailed below:
• $3,500 opportunity in the Best Case forecast category
• $2,000 opportunity in the Commit forecast category
• $1,000 opportunity that has been closed/won
• $1,000 opportunity that has been lost
What are the sales representatives Best Case forecast for the current quarter?

A. $2,000
B. $5,500
C. $3,500
D. $6,500

Answer: D

NEW QUESTION 15
- (Exam Topic 4)
Cloud Kicks recently completed the implementation of a new Sales Cloud solution. The stakeholder committee believes that sales user adoption is best measured by opportunities generated by the sales representatives. What can the Consultant recommend to measure sales user adoption?

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

D. Provide a report of user logins to show the increase in user adoption.

Answer: D

NEW QUESTION 20
- (Exam Topic 4)
Universal Containers will be launching a telesales contact center. What are two design considerations? Choose 2 answers

A. Integration with Lead Generation applications
B. Integration with Field Service teams and applications
C. Strategies to maximize call deflection
D. Performance for high volume of interactions

Answer: AD

NEW QUESTION 25
- (Exam Topic 4)
The Sales Director at Cloud Kicks mandated that implementing logic and automation to quality top leads is priority. Cloud Kicks fully leverages Sales Cloud and has significant data points captured on converted Leads and closed won Opportunities for the past four years.
Which two actions can the Consultant first take to ensure a best practices implementation? Choose 2 answers

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

Answer: BC

NEW QUESTION 27
- (Exam Topic 4)
Cloud Kicks users Chatter to collaborate corporate-wide. Sales representatives are getting too many items showing on their feed, so it's hard to sort through to find items that are high priority or need the sales representative's immediate attention. Which solution should the Consultant recommend?

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

Answer: D

NEW QUESTION 29
- (Exam Topic 4)
Cloud Kicks has a lengthy and complex sales cycle. Opportunities have stages that sales reps must move a deal through, as well as indicate the probability of winning the sale. The sales manager presently uses sales stages and probability for forecasting and wants to simplify the process of reporting on projected sales for the sales team. Which approach should a Consultant recommend to streamline forecast reporting?

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

Answer: B

NEW QUESTION 33
- (Exam Topic 4)
Historically, UC has sold to shipping department contacts within its customer and prospect accounts. It recently launched a new product line that will appeal to operations department contacts. What data enrichment can Data.com provide UC to expand its sales network? Choose 2 answers

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

Answer: AB

NEW QUESTION 36
- (Exam Topic 4)
Universal Containers does not have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, there has been an increased volume of leads. However, the Vice President of Channels has been receiving many complaints from partners on the poor quality of the leads and has noticed a significant drop in the lead conversion rate. What should a consultant recommend to improve partner satisfaction with the leads being shared?

A. Use the lead Score on the find duplicates button and assign the leads with a score in the high category
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. Create a custom lead score field to assess lead quality and assign the leads that exceed the score to partners

Answer: D

NEW QUESTION 41
- (Exam Topic 4)
During the planning stage of a project, what customer information should be requested to ensure requirements are successfully gathered? Choose 3 answers

A. List of required objects and fields
B. Organizational chart with titles
C. Company financial information
D. List of stakeholders with roles and titles
E. Key reports from the current system

Answer: ABE

NEW QUESTION 45
- (Exam Topic 4)
What actions can a consultant take during the project planning phase to ensure client stakeholder goals are met? Choose 2 answers

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

Answer: CD

NEW QUESTION 47
- (Exam Topic 4)
The Cloud Kicks Sales Support team manually enters leads into Salesforce throughout the week. It was discovered that many of the leads already exist as Contacts in the system based on matching email address.
This has resulted in high volume of unconverted leads.
Which solution should be used to identify and block future duplicates from being created?

A. Create a process builder and flow that emails the user of a potential duplicate Contact when a Lead is created.
B. Build a report that groups leads by email address to identify and merge duplicates
C. Use Dataloader to import the leads each week instead of entering leads individually.
D. Activate the Standard Lead Duplicate Rule that matches on both Lead and Contact.

Answer: D

NEW QUESTION 48
- (Exam Topic 4)
Universal Containers purchased Knowledge and would like to implement it as soon as possible. What approach should a consultant recommend?

A. Create a Knowledge Visualforce component on the case detail page
B. Create a Knowledge Visualforce component within the Salesforce Console for Service
C. Activate Knowledge One on the case detail page
D. Activate Knowledge One within the Salesforce Console for Service

Answer: D

NEW QUESTION 49
- (Exam Topic 4)
Universal Container 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 U link.
C. Upload the proposal in the private chatter group accessible to the sales team and invite the customer to join.
D. Save the proposal as chatter file on opportunity record and add the customer as follower.

Answer: A

NEW QUESTION 52
- (Exam Topic 4)
Universal containers would like to capture business sector information on a lead and display the information on the account and contact once the lead has been converted. How can these requirements be met?

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

Answer: B

NEW QUESTION 56
- (Exam Topic 4)
Universal Containers needs the ability to associate installed products at an account to specific cases. Those installed products contain information on the account's contracted Service Level Agreement (SLA) as well as the installed product serial number. Which approach should Universal Containers consider implementing to best satisfy these requirements?

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

Answer: C

NEW QUESTION 60
- (Exam Topic 3)
Which pair of reports is best associated with the business driver "Build a strong pipeline"?

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

Answer: C

NEW QUESTION 64
- (Exam Topic 3)
A strong pipeline requires trusted data. Which of the following example describes a need for trusted data?

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

Answer: D

NEW QUESTION 69
- (Exam Topic 3)
Sales rep @ UC collaborates with ABC company on opportunity to sell to XYZ Company. ABC Co has been added to partner related list on the opportunity. What will automatically happen? Choose 2 answers:

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

Answer: CD

NEW QUESTION 70
- (Exam Topic 3)
What are the main challenges that Marketing faces when trying to drive more business? (Select all that apply)

A. Website integration: Lack of website integration, which delays entry of leads into CRM
B. Email Marketing: Difficult to track and report on effectiveness of emails that were sent
C. Search Marketing: No reportable relationship between search words and closed sales
D. Reporting: Must create reports manually, which slows down lead generation
E. Campaign M

Answer: ABCE

NEW QUESTION 73
- (Exam Topic 3)
Which option best identifies with the Chatter Profile Page?

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

Answer: B

NEW QUESTION 77
- (Exam Topic 3)
When the billing address on an account is changed, the mailing address of all related contact records should be updated to reflect the new address. How can this

requirement be met?

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

Answer: C

NEW QUESTION 78
- (Exam Topic 3)
Who has permission to edit a Chatter profile?

A. An Administrator
B. An individual user
C. A user's manager
D. Profiles are not editable

Answer: B

NEW QUESTION 80
- (Exam Topic 3)
Arrange the steps to create a record in the correct order (using Salesforce Classic).

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

Answer: ABCD

NEW QUESTION 84
- (Exam Topic 3)
Most common integrations in a marketing organization take place when...

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

Answer: A

NEW QUESTION 89
- (Exam Topic 3)
Data.com: What does the Reviewed Status indicate?

A. The record has minimal activity on Data.com
B. The record should be deleted from Salesforce
C. The record has been manually cleaned against Data.com
D. The record might have a bad phone number

Answer: C

NEW QUESTION 93
- (Exam Topic 3)
Sales management at Universal Containers needs to provide channel partners with easy access to approved product documentation. They also need to notify partners about the material revisions and updates. How can they achieve these goals in Salesforce?

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

Answer: A

NEW QUESTION 94
- (Exam Topic 3)
Which role is interested in the report "Sales Activity by Client Last Week" ? (Select all that apply)

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

Answer: CD

NEW QUESTION 99

- (Exam Topic 3)
What are the factors that influence marketing metrics and drive key marketing business challenges?

A. Insufficient lead generation
B. Poor alignment with sales
C. Measuring marketing ROI

Answer: A

NEW QUESTION 102
- (Exam Topic 3)
What are the main challenges that marketing faces when trying to align with sales? (Select all that apply)

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

Answer: AC

NEW QUESTION 106
- (Exam Topic 3)
Which option best identifies with the Chatter Record Page?

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

Answer: C

NEW QUESTION 111
- (Exam Topic 3)
Insurance policies on accounts. 2 sales teams should not see each other’s policies. 2 custom objects, each w/relationship to account object. Both objects private. What are the design considerations here?

A. Sales user needs to apply manual sharing rules
B. Custom report type needs to be created to view all policies in a single report

Answer: B

NEW QUESTION 112
- (Exam Topic 3)
Which metric influences customer satisfaction? Choose 2 answers:

A. First call resolution
B. Cost per call
C. After call work
D. Call quality

Answer: AD

NEW QUESTION 116
- (Exam Topic 3)
What are some of the ways to align communication between the sales and marketing organizations? (Select all that apply)

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

Answer: ABCDEF

NEW QUESTION 118
- (Exam Topic 3)
Universal Telco sells and supports a line of smart phones. The company offers support via phone, email-to-case, web-to-case, and a customer portal. The call center manager is incented to drive support through customer self-service. Which report should be included on the manager's dashboard? Choose 3 answers:

A. Average Call Handle Time
B. Cases by Support Channels
C. Number of Portal Logins per Day
D. Escalated Calls
E. Knowledge Article Usage

Answer: BCE

NEW QUESTION 119
- (Exam Topic 3)
The native mass email functionality is not recommended for marketing.

A. True
B. False

Answer: A

NEW QUESTION 122
- (Exam Topic 3)
Which of the following descriptions best describe Data.com?

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

Answer: E

NEW QUESTION 123
- (Exam Topic 3)
Which of the following descriptions best describe Content?

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

Answer: C

NEW QUESTION 127
- (Exam Topic 3)
Sales should evaluate lead quality and provide feedback to marketing.

A. True
B. False

Answer: A

NEW QUESTION 129
- (Exam Topic 3)
Territory Mgt (why use it?) – choose 3 answers:

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

Answer: CDE

NEW QUESTION 131
- (Exam Topic 3)
Which best describes the Salesforce Automation feature "Workflow/Approvals" ?

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

Answer: E

NEW QUESTION 135
- (Exam Topic 3)
Universal containers has 1 price book with US dollars & Canadian dollars currency amounts for all products. Salesperson, when adding products to opportunity, only see CAD. What's wrong?

A. Sales reps selected wrong price book

B. Advanced currency management not enabled for CAD
C. Muli-currency disabled for org
D. Opportunity currency setup as CAD (not sure about this)

Answer: D

NEW QUESTION 138
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "Integration"

A. Brian wants to consolidate all his accounts from several systems.
B. Bill wants to load 20,000 lead records.
C. Becky wants to load all her 65,000 contact records.
D. Bob wants to load a single account record.
E. Berta wants to keep a separate system as her "system of record"

Answer: E

NEW QUESTION 140
- (Exam Topic 3)
What should you do when migrating Opportunities?

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

Answer: A

NEW QUESTION 142
- (Exam Topic 3)
How many additions do you use to clean a record with Data.com?

A. 5
B. 12
C. 1

Answer: D

NEW QUESTION 144
- (Exam Topic 3)
Data.com: The checkmark next to records in search results indicates the record is already in Salesforce.

A. True
B. False

Answer: B

NEW QUESTION 148
- (Exam Topic 3)
Which best describes the Salesforce Automation feature "Sales Processes" ?

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

Answer: F

NEW QUESTION 153
- (Exam Topic 3)
Universal Containers plans to migrate data into Salesforce from a legacy system. Which step should be taken before performing the data migration? Choose 2 answers:

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

Answer: AC

NEW QUESTION 156
- (Exam Topic 2)

Forecast Category "Commit" can be summarized as:

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

Answer: B

NEW QUESTION 161
- (Exam Topic 2)
Your client is using Account data that is old. How can you help?

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

Answer: A

NEW QUESTION 165
- (Exam Topic 2)
Forecast Category "Best Case" can be summarized as:

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

Answer: C

NEW QUESTION 170
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "ETL Tool"

A. Brian wants to consolidate all his accounts from several systems.
B. Bill wants to load 20,000 lead records.
C. Becky wants to load all her 65,000 contact records.
D. Bob wants to load a single account record.
E. Berta wants to keep a separate system as her "system of record"

Answer: A

NEW QUESTION 171
- (Exam Topic 2)
What should access to records be based on?

A. The org chart
B. User preference
C. The org-wide default
D. Roles and role hierarchy

Answer: D

NEW QUESTION 172
- (Exam Topic 2)
Which describes a usability and/or adoption challenge? (Select all that apply)

A. Julie is concerned that other reps will steal her leads
B. Mario is not sure that Salesforce can do everything he needs it to do
C. Mary can't figure out how to update her contact list
D. Kevin wants meetings with his manager to be more strategic and less task oriented
E. Bob questions the quality of data in Salesforce
F. Iris is worried that once her admin makes a change, her accounts will be

Answer: BCEF

NEW QUESTION 175
- (Exam Topic 2)
To create a PDF file of your quote, click "Create PDF" on the quote detail page.

A. True
B. False

Answer: A

NEW QUESTION 178
- (Exam Topic 2)
You are setting up security for your client, UCI. UCI has a collaborative sales model and want to make sure all team members work together to meet the customer needs. They are likely to require an open sharing model that will allow them to cross- and up-sell opportunities.

A. True
B. False

Answer: A

NEW QUESTION 180
- (Exam Topic 2)
Your sole focus, when working with a client on data management, should be on initial data migration.

A. True
B. False

Answer: B

NEW QUESTION 181
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "Import Wizard"

A. Brian wants to consolidate all his accounts from several systems.
B. Bill wants to load 20,000 lead records.
C. Becky wants to load all her 65,000 contact records.
D. Bob wants to load a single account record.
E. Berta wants to keep a separate system as her "system of record"

Answer: B

NEW QUESTION 184
- (Exam Topic 2)
Match this tip with its design consideration. "Use 1-2 clicks from the Home page"

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

Answer: B

NEW QUESTION 188
- (Exam Topic 2)
Match this tip with its design consideration. "Use alerts sparingly"

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

Answer: E

NEW QUESTION 192
- (Exam Topic 2)
Who is most interested in ease of use, value, and time-saving solutions?

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

Answer: A

NEW QUESTION 197
- (Exam Topic 2)
Which of the following describes the Stage field?

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

Answer:

A

NEW QUESTION 198
- (Exam Topic 2)
Which of the following stage should be matched with the Forecast Category "Best Case"?

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

Answer: B

NEW QUESTION 203
- (Exam Topic 2)
Why are profiles important when managing security of records? (Select all that apply)

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

Answer: BC

NEW QUESTION 206
- (Exam Topic 2)
Your company has decided they want to track payment and deliveries for their products and services. Place the steps in order:

A. Set up default schedules for any products that involve regular payments or delivery.
B. Do not set up default schedules for products that involve payments or deliveries that are unique to each opportunity.
C. Enable Scheduling for all products.

Answer: ABC

NEW QUESTION 207
- (Exam Topic 2)
A sales rep can create a quote from:

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

Answer: B

NEW QUESTION 210
- (Exam Topic 2)
When editing a quote, you can edit which of the following? (Select all that apply)

A. The discount to apply to the entire quote including all line items
B. The quote name and status
C. The expiration date of the quote
D. The contact and address information of the customer

Answer: BCD

NEW QUESTION 212
- (Exam Topic 1)
The Support Manager at Universal Containers is getting inaccurate agent performance reports. After researching the data, the Salesforce Administrator has identified hundreds of cases that are closed, but still owned by a queue.
Which two solutions should a Consultant recommend to correct this problem? Choose 2 answers

A. Create a case assignment rule to ensure cases are owned by a user when closed.
B. Use a data tool to update the owner field on closed cases.
C. Create a Process Builder and Flow to change the owner on closed cases.
D. Create a case validation rule to ensure cases are owned by a user when closed.

Answer: AB

NEW QUESTION 213
- (Exam Topic 2)
Who can benefit from the Quotes feature? (Select all that apply)

A. A customer who wants to get a quote from Salesforce

B. A sales rep who wants to create and email a PDF quote from Salesforce
C. An Administrator who wants to manage quoting in Salesforce

Answer: ABC

NEW QUESTION 218
- (Exam Topic 2)
Why is it important to forecast sales?

A. Forecasting helps a company know what's in the pipeline
B. Forecasting allows a company to manage revenue
C. Forecasting tells managers the percent of deals closed
D. Forecasting moves opportunities through stages

Answer: B

NEW QUESTION 220
- (Exam Topic 2)
Which of the following statements are true about the Opportunity field, "Stage"? (Select all that apply)

A. There are 10 default stage values, based on a commonly used sales methodology.
B. The list of default stage values cannot be edited or added.
C. There are other sales methodologies that can be downloaded from the App Exchange and used within Salesforce

Answer: AC

NEW QUESTION 224
- (Exam Topic 2)
Forecast Categories: (Select all that apply)

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

Answer: AC

NEW QUESTION 227
- (Exam Topic 2)
How many reports should you design for optimal usability?

A. Five to seven reports per role
B. As many as needed per role, without over whelming users
C. The more the better, as long as you are using a clear naming convention
D. Up to 10 reports per role

Answer: B

NEW QUESTION 231
- (Exam Topic 2)
Forecasting is an exact science and is the total of all the opportunities you are working on.

A. True
B. False

Answer: B

NEW QUESTION 232
- (Exam Topic 2)
Your company sells large mainframes that are delivered in one delivery but are paid for with several regular installments. What type of schedule should you set up?

A. Default Quantity Schedule
B. Default Revenue Schedule
C. Default Revenue and Quantity Schedule
D. Don't create any default schedule

Answer: B

NEW QUESTION 237
- (Exam Topic 2)
Match the following loading option to the description of when to use it. "Manual Entry"

A. Brian wants to consolidate all his accounts from several systems.
B. Bill wants to load 20,000 lead records.
C. Becky wants to load all her 65,000 contact records.

D. Bob wants to load a single account record.
E. Berta wants to keep a separate system as her "system of record"

Answer: D

NEW QUESTION 239
- (Exam Topic 2)
Role hierarchy should normally mimic the org structure.

A. True
B. False

Answer: B

NEW QUESTION 240
- (Exam Topic 2)
Match this tip with its design consideration. "Make it easy for users to find data"

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

Answer: C

NEW QUESTION 244
- (Exam Topic 2)
Which of the following describes the Forecast Category field?

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

Answer: B

NEW QUESTION 246
- (Exam Topic 1)
Universal Containers wants to provide its five million customers a solution where customers can submit inquiries, monitor the status of those inquiries, and view their contact information.
Which type of Community license should be used to meet these requirements?

A. Company Community
B. Employee Community
C. Customer Community
D. Partner Community

Answer: C

NEW QUESTION 251
- (Exam Topic 1)
When Service Reps view a Case, they often need to see the Case History of other Cases for that same Account. How should a Consultant configure the Lighting Service Console to support this requirement?

A. Account tabs and Cases tab
B. Case tabs with Account subtabs
C. Account tab with Cases related list
D. Account tabs with Case Subtabs

Answer: C

NEW QUESTION 253
- (Exam Topic 1)
The Universal Containers' customer support organization has implemented Knowledge Centered Support (KCS) in its call center. However, the call center management thinks that agents are not contributing new knowledge articles as often as they should.
Which two should the company do to address this situation? Choose 2 answers

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

Answer: AC

NEW QUESTION 254

- (Exam Topic 1)
Universal Containers' support team requires its customers to submit their support inquiries via free form email (Outlook, Gmail, Yahoo, etc). Additional requirements are listed below:
• Support attachments up to 30 MB per inquiry
• Over 10,000 inquiries per day
What solution should a consultant recommend to meet these requirements?

A. Emall-to-Case
B. Customer Chatter groups
C. Web-to-Case
D. On-Demand Email-to-Case

Answer: A

NEW QUESTION 255
- (Exam Topic 1)
The lifecycle of a Knowledge article consists of five stages. In which order does an article proceed through these stages?

A. Create, approve, publish, consume, feedback
B. Create, feedback, publish, approve, consume
C. Create, publish, feedback, approve, consume
D. Create, consume, feedback, approve, publish

Answer: A

NEW QUESTION 257
- (Exam Topic 1)
Universal Containers is considering a Knowledge-Centered Support (KCS) implementation. Which three benefits can be expected from KCS adoption? Choose 3 answers

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

Answer: CDE

NEW QUESTION 258
- (Exam Topic 1)
Field engineers often need to access current inventory levels of products the customer has purchased while at customer sites.
Which solution should a Consultant recommend to meet this requirement?

A. Implement Field Service Lightning.
B. Integrate with an enterprise resource planning system.
C. Develop and publish a knowledge management system
D. Configure Visual Flows on Salesforce mobile.

Answer: B

NEW QUESTION 259
- (Exam Topic 1)
A company receives support requests through a variety of email addresses and web forms for different parts of the business.
Which feature combination will ensure that cases are efficiently handled by the most appropriate representatives?

A. Case Assignment Rules, Queues, Chatter Groups, Live Agent
B. Case Assignment Rules, Queues, Public Groups, Omni-Channel
C. Escalation Rules, Queues, Chatter Groups, Omni-Channel
D. Escalation Rules, Queues, Public Groups, Live Agent

Answer: B

NEW QUESTION 262
- (Exam Topic 1)
Universal Containers wants to provide its resellers a secure portal where they can manage their customer accounts, submit and track the status of their cases, and view reports and dashboards.
Which solution should a consultant recommend?

A. Employee Community
B. Partner Community
C. Reseller Community
D. Customer Community

Answer: B

NEW QUESTION 263
- (Exam Topic 1)

Universal Containers wants customers to have the ability to log cases with structured data and route based on Urgency and Product Line.
How should a Consultant accomplish this?

A. Standard Email-to-Case with assignment rules
B. Lightning Email with web routing prioritization
C. Omni-Channel with prioritized queues
D. Standard Web-to-Case with assignment rules

Answer: A

NEW QUESTION 264
- (Exam Topic 1)
Universal Containers is launching a full line of new products and Service Cloud should support the following requirements:
• Agents need to collaborate with other teams.
• The product development team needs to be alerted on high-priority cases for specific products. Which solution will meet these requirements?

A. Use Process Builder for notifications and case teams to monitor cases.
B. Use Process Builder for notifications and account teams to monitor cases.
C. Use escalation rules for notifications and account teams to monitor cases.
D. Use escalation rules for notifications and case teams to monitor cases.

Answer: A

NEW QUESTION 265
- (Exam Topic 1)
A consulting firm has been retained to implement a new Service Cloud platform for a company. This company requires quick iterations and a speedy project completion. The company has requested frequent project updates for check-ins and refinement.
Which methodology should the Consultant recommend to meet the given requirements?

A. Kanban
B. Lightning Platform
C. Agile
D. Waterfall

Answer: C

NEW QUESTION 268
- (Exam Topic 1)
A manager would like information on the knowledge base searches conducted by customers and call center agents. Which two metrics are useful for identifying knowledge article effectiveness?
Choose 2 answers

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

Answer: AB

NEW QUESTION 273
- (Exam Topic 1)
Which Lightning Service Console feature should be used to enable Service Reps to send emails with attachments to customers based on the Case details?

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

Answer: A

NEW QUESTION 276
- (Exam Topic 4)
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. Lightning Mobile Component
B. Mobile Smart Actions
C. Quick Actions
D. Einstein Activity Capture

Answer: BC

NEW QUESTION 281
- (Exam Topic 4)
How would you design a solution to measure the success of the Sales Cloud at UP?

A. Create an analytic snapshot for standard reports
B. Customize the Measure Success standard report
C. Create dashboards based on standard reports
D. Download and customize a user adoption dashboard from the AppExchange

Answer: D

NEW QUESTION 282
- (Exam Topic 4)
Cloud Kicks has sales teams distributed across global regions, The direction from sales leadership is to define access based on region. For example, users within the region have access to regional dashboards, while the leadership team has access to global dashboards.
What should the Consultant recommend to meet this requirement?

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

Answer: C

NEW QUESTION 285
- (Exam Topic 4)
Sales Manager at Cloud Kicks need to show reports and dashboards with opportunity forecast by Product family with team quotas. Which solution should a Consultant recommend?
Select the ones you like.

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

Answer: C

NEW QUESTION 289
- (Exam Topic 4)
Cloud Kicks to see how many closed won opportunities a campaign has generated over last 30 days. They have implemented a campaign influence model that uses the primary campaign source. Which two steps are needed to meet this requirement using standard functionality? Choose 2 answers

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

Answer: AC

NEW QUESTION 291
- (Exam Topic 4)
Cloud Kicks' high-value opportunities are becoming delayed in the approval process because sales managers approval requests go unnoticed for various reasons. Cloud Kicks wants to streamline the approval process and give sales managers more ways to approve Opportunities in a timely manner. Which TWO strategies should the Consultant recommend to improve the approval process?

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

Answer: DE

NEW QUESTION 295
- (Exam Topic 4)
Universal containers recently completed the implementation of a new sales cloud solution. The stakeholder committee believes that the user adoption is best measured by the number of daily logins. What other measures of sales uses adoption should be considered? Choose 2 answers

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

Answer: AD

NEW QUESTION 298
- (Exam Topic 4)
Universal containers has recently started using forecasting in collaboration with sales stages to better understand pipeline. All sales reps have submitted their forecasting numbers for approval. The VP pf sales is reviewing the forecast and sees that the open opportunity pipeline report contains a total of $25,000. The VP

of sales then notices that there is $15,000 that is not included in the pipeline forecast summary. What should a consultant suggest as a possible reason for exclusion?

A. The 515,000 is business that had already been lost and, therefore, is excluded from the pipeline forecast summary
B. The $15,000 is business that is in the Best case category, which is excluded from the pipeline forecast summary
C. The $15,000 is business that is too new and has been assigned to the Omitted forecast category.
D. The S15,000 is business that is in the commit category, which is excluded from the pipeline forecast summary

Answer: C

NEW QUESTION 300
- (Exam Topic 4)
Universal Containers is moving their legacy Customer Relationship Management (CRM) system to salesforce sales cloud. What should the consultant recommend to ensure a successful implementation?

A. Review the current system with all levels of users to understand their requirements
B. Review the current system with executive management to understand their requirement
C. Review the current system with and configure sales cloud to work in the same way
D. Review the current system with IT management to understand their requirement

Answer: A

NEW QUESTION 304
- (Exam Topic 4)
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 Lightning Component for mobile.
B. Create a custom hyperlink to a related list.
C. Create a Quick Action.
D. Create a custom Process Builder process.

Answer: C

NEW QUESTION 307
- (Exam Topic 4)
Asia Pacific and Japanese sales teams from Cloud Kicks have requested separate report folders for each region. The VP of Sales needs one place to find reports for all the regions and still wants to retain visibility of the reports in each folder. What should the Consultant recommend to meet this requirement?

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

Answer: A

NEW QUESTION 311
- (Exam Topic 4)
Universal Containers is migrating data from a legacy system into Salesforce. The company needs to migrate lead, contact, and opportunity data from its legacy system and must be able to report on historical lead conversion for both legacy and newly created data. What is the recommended order for data migration?

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

Answer: B

NEW QUESTION 313
- (Exam Topic 4)
A sales manager for one of Cloud Kicks' sales territories is unable to see a forecast for the current quarter. What will resolve this problem?

A. Suggest the opportunity owner share the opportunity with the sales manager.
B. Select the correct forecast from the user record.
C. Add the sales manager to the forecasting public group.
D. Set the forecast manager for this territory.

Answer: D

NEW QUESTION 317
- (Exam Topic 4)
Which two areas can an Administrator make Open CTI features available to users when building a Lightning App using the App Manager? Choose 2 answer

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

Answer: AC

NEW QUESTION 320
- (Exam Topic 4)
Universal containers 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. Create an email alert workflow rule to send the email to the leads monthly
D. Use the standard salesforce mass email tool located on the leads tab

Answer: B

NEW QUESTION 324
- (Exam Topic 4)
Universal containers sells two products that each have a unique sales methodology. A few of the sales stages overlap between the selling methodologies, but are unique to just one of the methodologies. What element must be configured to support both selling methodologies? Choose 3 answers

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

Answer: ABC

NEW QUESTION 328
- (Exam Topic 4)
What is the capability of Chatter feed post editing? Choose 2 answers

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

Answer: AB

NEW QUESTION 331
- (Exam Topic 4)
10 Cloud Kicks has an external ERP system which stores product order information. Cloud Kicks wants to view those..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 ..
B. Create a Lightning Component, and using REST integration, get the real-time product order information..
C. Create custom object product order information in Salesforce, run a nightly scheduler to get details from.. object as a related list on the Account.
D. Implement Salesforce Connect and an external object to get real-time product order information and add.. related list on the Account.

Answer: B

NEW QUESTION 334
- (Exam Topic 4)
It is unclear how the money spent on marketing campaigns is helping Universal Containers grow its sales business. What is the best way for Universal Containers to capture a return on investment?

A. Count the number of leads generated from each campaign.
B. Determine the number of activities created by sales related to a campaign.
C. Track the value of closed won opportunities generated by each campaign.
D. Determine the number of opportunities generated by each campaign.

Answer: C

NEW QUESTION 336
- (Exam Topic 4)
Universal Containers has enabled Social Accounts and contacts. When a sales representative accesses a contact within salesforce, the representative is unable to see detailed information from the contacts Facebook profile (e.g. contacts wall postings). What is preventing the sales representative from accessing detailed information on the contacts Facebook page?

A. The link to the Facebook profile is not configured with the administrator password to access detailed information
B. Universal Containers must purchase the Facebook license to access public information for its users
C. The fields configured by Universal Containers administrator on the contact page layout are missing
D. The information shown is based on the sales representative's connection level with the contact on Facebook.

Answer: D

NEW QUESTION 340

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

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

Answer: D

NEW QUESTION 345
- (Exam Topic 4)
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: AB

NEW QUESTION 349
- (Exam Topic 4)
UC wishes to track relationships between its customers. For example, some customers are suppliers for other customers. What should a consultant recommend to track multiple customer relationships in Salesforce?

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

Answer: C

NEW QUESTION 352
- (Exam Topic 4)
The members of an opportunity team at UC are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the most current quote. How can the sales engineer identify the opportunity's latest quote?

A. Reference synced quote history on the opportunity.
B. Reference the last modified date on the quotes.
C. Follow the opportunity's quotes in Chatter.
D. Reference the synced quote field on the opportunity record.

Answer: D

NEW QUESTION 356
- (Exam Topic 4)
UC needs to show a dashboard with forecast by product family with quotas. What solution should consultant recommend?

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

Answer: C

NEW QUESTION 358
- (Exam Topic 4)
Universal Containers wants to improve the information profile of its current Contacts in salesforce by using social networking application (e.g. Linkedln or Twitter) to add the information currently gathered for accounts, contacts and leads. Which solution should a consultant recommend to meet this requirement?

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

Answer: A

NEW QUESTION 361
- (Exam Topic 4)
UC manages its sales pipeline using Salesforce. However, when an opportunity moves to the closed lost stage, the company would like to enforce that the expected revenue value be $0 in reports. Which solution should a consultant recommended to meet this requirement?

A. Create a validation rule to verify that the forecast probability for closed/lost opportunities is 0%.
B. Define a workflow rule to set the forecast category to omitted when the opportunity stage is closed/lost.
C. Define a workflow rule to set the expected revenue field to $0 when the opportunity stage is closed/lost.

D. Create a dependency between stage and forecast category to enforce the omitted value for closed/lost stages.

Answer: D

NEW QUESTION 364
- (Exam Topic 4)
Sales Management at Cloud Kicks has noticed that the Quote amount on Opportunities does not match the Opportunity amount. Which two actions should the Consultant recommend to resolve this issue? Choose 2 answers

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

Answer: BD

NEW QUESTION 367
- (Exam Topic 4)
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

NEW QUESTION 369
- (Exam Topic 4)
Universal Containers provides customer support for both new products and routine maintenance of existing products. The cases for both types have many stages and fields in common, however, the maintenance cases have additional stages and fields that need to be captured. Which two features should a Consultant recommend to accomplish this objective? Choose 2 Answers

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

Answer: BD

NEW QUESTION 371
- (Exam Topic 4)
Nothern Trail outfitters (NTO) consumer business has grown to more than 500,00 contacts. NTO stores all individual consumer contacts under a single account called 'Consumer'. Mass updates are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. Which two actions should be recommended to improve performance?

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

Answer: BC

NEW QUESTION 375
- (Exam Topic 4)
Service Reps at Universal Containers complain that the Case Feed in the Lightning Service Console has too many entries and is hard to use. Which option should a Service Consultant recommend to improve the Case Feed usability?

A. Use Compact Case Feed to hide entries
B. Case Feed Private Sharing to hide entries
C. Use case feed Filters to organize entries
D. Use Comments instead of Case Feed entries

Answer: C

NEW QUESTION 379
- (Exam Topic 4)
UC has set accounts, contacts and opportunities to private. Sales Rep manage the account for which they are the account owner. The company also employs sales specialist to assist sales rep on deals. What should a consultant recommended to allow sales specialist to see account information and any opportunity information associated with the account?

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

Answer: C

NEW QUESTION 382
- (Exam Topic 4)
Universal Containers 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, Universal Containers wants the roll-up of just the opportunities that are in pipeline, best case, and commit. What number in the forecast would provide Universal Containers with the appropriate information?

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

Answer: A

NEW QUESTION 384
- (Exam Topic 4)
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

Answer: AB

NEW QUESTION 387
- (Exam Topic 4)
Universal Containers wants to provide its customer with more support options. Which three should a Consultant recommend? Choose 3 answers

A. Implement SOS for mobile experience
B. Add Live Agent to public-facing sties
C. Utilize KCS to manage Knowledge
D. Configure Chatter for public access
E. Create a Customer Community

Answer: ABE

NEW QUESTION 391
- (Exam Topic 4)
A sales Rep in the UC won a sales deal and set the opportunity stage as Closed/Won. What impact will this change have on the opportunity in the forecast?

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

Answer: A

NEW QUESTION 393
- (Exam Topic 4)
Sales representatives at Universal Containers log activates on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activities on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?

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

Answer: B

NEW QUESTION 395
- (Exam Topic 4)
The shipping department at the Universal Containers is responsible for sending product samples as part of the sales process. When an opportunity moves to the 'Sampling1 stage, Universal Containers an automatic email sent to the shipping department listing the Products on the opportunity. How can this requirement be met using a workflow email?

A. Create it on the Opportunity using an HTML email template.
B. Create it on the Opportunity Product using a visualforce email template.
C. Create it on the Opportunity Product using an HTML email template.
D. Create it on the Opportunity using a visualforce email template.

Answer: B

NEW QUESTION 396
- (Exam Topic 4)
Cloud Kicks requires sales associates to record all activities within Salesforce. Which sales metric can be derived from these activities?

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

Answer: C

NEW QUESTION 397
- (Exam Topic 4)
AConsultant for Cloud Kicks Sales Cloud has proposed implementing an Account Hierarchy. What impact could the redesign have on the org?

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

Answer: C

NEW QUESTION 398
- (Exam Topic 4)
Universal Containers would like to implement a solution to hold service reps accountable to customer Service level agreements. Which two steps are necessary to satisfy this requirement? Choose 2 answers

A. Set up Milestones
B. Enable Work Orders
C. Configure Service Contracts
D. Create an Entitlement Process

Answer: AD

NEW QUESTION 400
- (Exam Topic 4)
Cloud Kicks is currently going through a fast-paced growth of its sales department. The Sales Director notices that new sales executives are investing time connecting with existing contacts who are not influential in furthering the business relationship. Which two potential solutions can the Consultant recommend? Choose 2 answers

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

Answer: BC

NEW QUESTION 403
- (Exam Topic 4)
Universal Containers uses PDF documents to help the sales team learn about new Products. Which feature should a Consultant recommend to store these documents?

A. File Connect for SharePoint
B. Attachments
C. File Sync
D. Salesforce Files

Answer: B

NEW QUESTION 404
- (Exam Topic 4)
AConsultant 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. Complete the project sooner and push before the Salesforce release
B. Let Cloud Kicks know that there is a Salesforce release and that it may take longer
C. Stop all work because the impact of the Salesforce release is unknown
D. Update the project plan for the following week and communicate the change

Answer: D

NEW QUESTION 406
- (Exam Topic 4)
Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect. What steps should a consultant recommend in this scenario?

A. Create a campaign, associate the leads to the campaign, and qualify the respondents.
B. Create both account and contact records, then associate the contacts to the campaign.
C. Create a campaign, qualify the respondents, and create accounts and contacts.
D. Create leads, convert them to opportunities, and qualify the respondents on the opportunities.

Answer: A

NEW QUESTION 407
- (Exam Topic 4)
Cloud Kicks has many customers that regularly renew their "shoe of the month" club membership. The sales representatives use an Account type called "shoe of the month" club for these customers. Sales management wants to use Salesforce to automate repeat opportunities.
What should a Consultant, recommend to meet this requirement?

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

Answer: A

NEW QUESTION 411
- (Exam Topic 4)
What Sales Cloud features would allow the company to improve data quality and consistency across sales deals? Choose 3 answers.

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

Answer: CDE

NEW QUESTION 415
- (Exam Topic 4)
UC requires that account plans be created for all accounts. The account plans have been set up as a custom object with a lookup relationship. The sharing model is private for account plans. UC would like to assign the same access to the account plan record as to the associated account. What solution should a consultant recommend for these scenarios?

A. Modify the account plans object to be in a master-detail relationship with accounts.
B. Create a trigger on account plans that adds a manual share automatically to the account owner.
C. Create sales team users with read access to the account plans object.
D. Apply manual sharing to the account owner after each account plans record is created.

Answer: A

NEW QUESTION 416
- (Exam Topic 4)
Cloud Kicks uses an external ERP application to process its orders. This ERP application needs to receive data about Opportunities
when the Opportunity closes.
Which two solutions should the Consultant recommend? Choose 2 answers

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

Answer: CD

NEW QUESTION 420
- (Exam Topic 4)
Universal Containers has hired a consulting firm to implement its new Service Cloud platform and requires quick iterations and a speedy project completion. UC has requested frequent project updates for check-ins and refinement. Which methodology should the Consultant recommend given the requirements?

A. Kanban
B. Waterfall
C. Agile
D. Force.com IDE

Answer: C

NEW QUESTION 425
- (Exam Topic 4)
Cloud Kicks recently completed an implementation of Sales Cloud. CK has trained its users to use the Salesforce Mobile app to access Salesforce from their mobile devices and wants to determine how often the Salesforce Mobile app is being used. What should the consultant recommend?

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

Answer: A

NEW QUESTION 430
- (Exam Topic 4)
What should you do before you enable communities for your organization? Choose 3 answers

A. Choose a domain name
B. Turn on the global header for users that need it
C. Review your security settings
D. Check you have the required licenses

Answer: ACD

NEW QUESTION 433
- (Exam Topic 4)
Which two solutions should a consultant recommend if a sales process requires opportunities to have associated product line items before moving the opportunity to the negotiation stage? Choose 2 answers.

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

Answer: AC

NEW QUESTION 438
- (Exam Topic 4)
UC has set the OWD for accounts to private. Bill owns the Acme account and the General Industries account. Acme is the parent account for General Industries. Bill needs to collaborate with Mary on his accounts, so he manually shares read access to Acme. What access will Mary have to these accounts?

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

Answer: B

NEW QUESTION 440
- (Exam Topic 4)
What statement is true about the Salesforce Knowledge article lifecycle?

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

Answer: C

NEW QUESTION 442
- (Exam Topic 4)
What are two considerations for enabling multiple currencies at Cloud Kicks? Choose 2 answers

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

Answer: BD

NEW QUESTION 445
- (Exam Topic 4)
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. All Accounts in the hierarchy, with all fields visible
B. All Accounts in the hierarchy, with limited field visibility
C. Only child Accounts in the hierarchy
D. No Accounts in the hierarchy

Answer: B

NEW QUESTION 446
- (Exam Topic 4)
UC wants to implement a website for a new product launch. The site should be publicly available, allow visitors to submit requests for information, and be managed by the non-technical marketing team. What solution should the consultant recommend?

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

Answer: A

NEW QUESTION 447
- (Exam Topic 4)
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. Upload to Salesforce Files and shared with the field sales organization
B. Emailed to the sales team on the opportunity record
C. Uploaded to a library that is shared with the field sales organization
D. Uploaded to salesforce files from the opportunity record

Answer: C

NEW QUESTION 450
- (Exam Topic 4)
Cloud Kicks recently released a custom Action for Competitor Notes, that will prompt sales representatives to provide information about competitors for Opportunities. The sales representatives reported that even though the Action works well on their desktop, they cannot see the Action on their mobile app. What is required to fix this problem?

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

Answer: C

NEW QUESTION 453
- (Exam Topic 4)
UC is purchasing smartphones and tablets for MS global sales team members. Sales management wants mobile access to key functionality, including collaboration, customer management, and opportunity management. What component of Salesforce Sales Cloud mobility should a consultant recommend to meet these requirements? Choose 2 answers

A. Salesforce Touch
B. Visualforce for mobile.
C. Native mobile applications.
D. AppExchange mobile plugin.

Answer: AC

NEW QUESTION 458
- (Exam Topic 4)
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.

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

NEW QUESTION 462
- (Exam Topic 4)
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. Use Process Builder with an Action Type of Follow Chatter when a record is created or edited.
D. Turn on the Chatter feed settings that enable users to automatically follow records that they create.

Answer: BD

NEW QUESTION 466
- (Exam Topic 4)
What are the two basic concepts of Knowledge-Centered Support (KCS)? Choose 2 answers

A. Creating content as a result of solving issues
B. Evolving Content-based product lifecycles
C. Rewarding learning, collaboration, sharing and improving
D. Developing a knowledge base on the experience of an individual

Answer: AC

NEW QUESTION 470
- (Exam Topic 4)
AConsultant arrives for a requirements workshop, but key resources are absent. What is the likely reason the key resources are absent?

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

Answer: A

NEW QUESTION 475
- (Exam Topic 4)
UC has a private sharing model. Sales representatives are required to collaborate with the same group of people from other departments for every deal; however, the individuals in the group will vary for each representative. What solution should a consultant recommend to ensure correct record visibility and collaboration?

A. Set up a default opportunity team for each sales rep that is automatically added to every opportunity.
B. Configure a criteria-based sharing rule to add sales team member records automatically.
C. Add all team members to a private Chatter group for each opportunity.
D. Configure a public group for each sales rep that is manually shared for each opportunity.

Answer: A

NEW QUESTION 480
- (Exam Topic 4)
Universal Containers has a large customer base of over 15,000 Accounts and 60,000 contacts. The marketing manager wants to use the customer data for an upcoming new product launch but its concerned contact may have moved to other organization (Contact's email tec has changed) what should a consultant recommend to ensure customer data is accurate?

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

Answer: B

NEW QUESTION 482
- (Exam Topic 4)
Universal Insurance is a large insurance company with a customer base that includes both individual consumers and businesses. The company has implemented Person Accounts in Salesforce. It has a custom object for policies that needs to relate to both Person Accounts and Business Accounts. What is the minimum configuration on the policy custom object needed to meet this requirement?

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

Answer: B

NEW QUESTION 485
- (Exam Topic 4)
UC uses a seven-step selling methodology. Each sales stage corresponds with a step in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to the forecast. What should a consultant recommend for this scenario? Choose 2 answers

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

Answer: AB

NEW QUESTION 488
- (Exam Topic 4)
Cloud Kicks is expanding to international markets, but some products are not visible in the international price book. Which two steps should be taken? Choose 2 answers

A. Check to ensure the products have been added to the price book.
B. Activate the products in the price book.
C. Check that the products have a SO list price
D. Check that the products have a standard price in the list price field.

E. Activate the price book

Answer: AB

NEW QUESTION 489
- (Exam Topic 4)
Universal Containers 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. Create criteria-based sharing rules to share the accounts and opportunities with sales engineers
B. Create a trigger to add the sales engineers to their sales representative account and opportunity teams
C. Enable account and opportunity teams selling and have each sales representative configure their default teams
D. Have the sales representatives manually share the accounts and opportunities with their assigned sales engineers

Answer: C

NEW QUESTION 492
- (Exam Topic 4)
Universal Containers requires its sales representatives to go through an internal certification process to sell certain groups of products. What could be done to prevent a sales representative from adding these products to opportunities if they are not certified to sell them? Choose 2 answers

A. Use a separate price book for the products requiring certification and only share the price book to users who are I—I certified.
B. Use a criteria-based sharing rule on products marked as requiring certification to only share the products to users who are certified.
C. Use a validation rule on products marked as requiring certification to prevent them from being added to an opportunity.
D. Use a validation rule on opportunity products to prevent them from adding products marked as requiring certification if they are not certified.

Answer: BD

NEW QUESTION 494
- (Exam Topic 4)
Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation application, the company had slow adoption of the new solution. What factors should be considered with the Sales Cloud deployment to help ensure the adoption? Choose 3 answers

A. Sales rep quota targets
B. Training in local language
C. Management communications
D. Type of training delivered
E. Maintenance release schedule

Answer: BCD

NEW QUESTION 498
- (Exam Topic 4)
The Cloud Kicks sales team can create leads for both business and individual customers. Person Accounts have been enabled in its Salesforce org.
How can the Consultant ensure that Leads are converted into either a business Account or a person Account where appropriate?

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

Answer: B

NEW QUESTION 500
- (Exam Topic 4)
Universal Containers is exploring ways to provide their customers with more self-service options in their new Customer Community to reduce the number of interactions with their contact center. Which two features should a Consultant consider implementing? Choose 2 Answers

A. Add the Question action to Chatter in the community publisher
B. Use a community template to set up their customer community
C. Enable Live-Agent in their community to chat with an agent
D. Enable web-to-case on their public website

Answer: AB

NEW QUESTION 503
- (Exam Topic 4)
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 Lead list view filtered for "Lead created date NOT equal to TODAY" and "Status equals new".
B. Create a Lead escalation rule for "Lead created date NOT equal to TODAY" and "Status equals new"
C. Create a process builder process to send an email.
D. Create a dynamic report for sales representatives to subscribe to.

E. Create a publisher action on Lead.

Answer: BD

NEW QUESTION 508
- (Exam Topic 4)
Universal Containers is bringing a new division under their existing Customer Service Contact Center. This will involve servicing several thousand new customers. Which method should a consultant recommend for importing this data into Universal Containers' Service Cloud instance?

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

Answer: A

NEW QUESTION 510
- (Exam Topic 4)
Universal Containers decided to start using salesforce for all its sales automation its current sales database has about 50 million records. These records were all migrated into the database from other legacy systems. After migration to salesforce UC wants to be able to search and cross reference records with the original source system. What should a consultant recommend to meet the requirement?

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

Answer: C

NEW QUESTION 512
- (Exam Topic 4)
Universal Containers wants to manage their sales territories in Salesforce. What questions should be asked to determine if territory management is an appropriate solution? Choose 3 answers:
Are commissions calculated by the number of territory to which a representative belongs?

A. Are there specific rules for account and opportunity access?
B. Is your sales organization set up as a matrix or a tree'? .
C. Does account sharing depend more on account traits than on ownership?
D. Are your lead assignments based on sales territories?

Answer: ABD

NEW QUESTION 517
- (Exam Topic 4)
UC is deploying the Sales Cloud to 500 sales users. The implementation team is planning an end user support plan for the first week of the implementation. Which item should be included in the plan? (Choose 2 answers)

A. 24-7 support from the IT team
B. Communication to customers about potential issues
C. Process for users to report issues
D. Meeting schedule to review open issues and escalations

Answer: CD

NEW QUESTION 519
- (Exam Topic 4)
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 edit all Opportunities on the Account.
B. Rep A can let rep B view one of the Opportunities on the Account.
C. Rep A can let rep B view the Account but keep private Activities.
D. Rep A can let rep B view the Account but keep private Contacts.

Answer: AD

NEW QUESTION 521
- (Exam Topic 4)
Universal Containers determines that opportunities are taking longer to close than in the past. Which action should sales management take to determine the reason behind the additional time to close? Select two answers.

A. Examine user login rates and the activity on open opportunity records.
B. Review the budget allocated to marketing campaigns.
C. Evaluate whether lead conversion rates have decreased over time.
D. Build a dashboard to display opportunity stage duration.

Answer: AD

NEW QUESTION 522
- (Exam Topic 4)
Sales management at Universal Containers 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 u deals
B. Use an assignment rule to notify product managers when opportunities are updated
C. Create a chatter group to share product information with sales team, product managers, and customers
D. @mention product managers in chatter posts on relevant sales deals

Answer: AC

NEW QUESTION 525
- (Exam Topic 4)
UC is undergoing a sales reorganization and wants to enable territory management. What should UC review before enabling territory management? Choose 2 answers

A. Opportunities and forecasting
B. Account and opportunity sharing
C. Quotes and orders
D. Multi-currency and contracts

Answer: AB

NEW QUESTION 526
- (Exam Topic 4)
Universal Containers representative wants to see forecast amount by all sales representatives and by multiple product group. What would a consultant recommend to meet these requirement? Choose 2 answers

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

Answer: C

NEW QUESTION 528
- (Exam Topic 4)
A company needs to enable a community to better engage with its customers. The key aspects of the community will include Cases, Knowledge, and Community Discussions. The company wants to quickly enable the community via a template. Which template should the company use?

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

Answer: B

NEW QUESTION 529
- (Exam Topic 4)
Universal Containers has a lead qualification team that qualifies and converts leads into opportunities. During lead conversion, the new opportunity must be assigned to the account owner. Which solution should a consultant recommend to meet this requirement?

A. Create an assignment rule on the opportunity.
B. Create a trigger on the opportunity.
C. Create an assignment rule on the account.
D. Create a workflow on the opportunity.

Answer: B

NEW QUESTION 533
- (Exam Topic 4)
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.

Answer: A

NEW QUESTION 536
- (Exam Topic 4)
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.

Answer: A

NEW QUESTION 537
- (Exam Topic 4)
UC would like to record performance about the conference and people who attended them. A contact would potentially attend multiple conference. Company would like to display this information on the contact layout using the standard configuration. How the system should be designed to meet the company's requirement.

A. Create a custom object for conference and a custom object to record attendee information
B. Use campaign for conference and add Campaign member to record attendee information
C. Create a custom object for conference and a custom lookup field to conference on Contact
D. Use campaign for conference and a custom object to record attendee information

Answer: B

NEW QUESTION 542
- (Exam Topic 4)
Universal Containers uses Products in Salesforce and has a private security model. The product Management employees do NOT have access to all opportunities but want to track the performance of a new product after it is launched. What should a consultant recommend to allow the product management employees to track the performance of the product.

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

Answer: B

NEW QUESTION 546
- (Exam Topic 4)
The sales management team at Universal Containers 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. Allow Chatter feed tracking on opportunities.
C. Enable Chatter feed on similar opportunities.
D. Use opportunity update reminders.

Answer: AB

NEW QUESTION 550
- (Exam Topic 4)
Due to a recent product recall, Universal Containers has experienced a 50% increase in daily calls to the Contact Center. The Contact Center has increased support to 24x7 with agents working in 12-hour shifts. The VP of Service is concerned about the ability to sustain the increased hours and added cost to support the higher call volume.
Which recommendation should the Consultant make in anticipation of higher call volume?

A. Set up a private Knowledge Base to provide FAQs to customers affected by the recall to deflect calls.
B. Set up telephony integrations using a CTI adapter for quicker agent access when customers call in, reducing average handle time.
C. Set up IVR with an automated response for customers affected by the recall to deflect calls.
D. Set up a customer survey for customers calling into identify the severity and impact of the recall.

Answer: A

NEW QUESTION 552
- (Exam Topic 4)
Cloud Kicks operates in multiple countries and wants to track historical exchange rates. The Consultant at Cloud Kicks has implemediated 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

Answer: C

NEW QUESTION 554
- (Exam Topic 4)
Universal Containers has enabled Social Accounts and contacts. When a sales representative accesses a contact within Salesforce, the representative is unable to see detailed information from the contacts Facebook profile (e.g. contacts wall postings).
What is preventing the sales representative from accessing detailed information on the contacts Facebook page?

A. The link to the Facebook profile is not configured with the administrator password to access detailed information
B. The information shown is based on the sales representative's connection level with the contact on Facebook
C. The fields configured by Universal Containers administrator on the contact page layout are missing
D. Universal Containers must purchase the Facebook license to access public information for its users

Answer: B

NEW QUESTION 556
- (Exam Topic 4)
Universal Containers Credit department uses the 3rd party application for credit ratings. Credit department manager need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object. What should a consultant recommended to meet these requirement?

A. Create the workflow rule to launch the product fulfilment application and pass the credit Id.
B. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id
C. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id.
D. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id.

Answer: B

NEW QUESTION 559
- (Exam Topic 4)
Universal Containers acquires sales leads each year through trade show attendance by its sales and marketing employees. Occasionally, duplicate leads are generated when the marketing team imports leads that already exist in the system. What should a consultant recommend to prevent duplicate leads in the system?

A. Upload leads to Data.com to remove duplicates and select the option to have them automatically imported
B. Upload leads using Data Loader and enable "Find Duplicate" setting to prevent duplicates
C. Upload leads using Lead Import wizard and select the appropriate field to match duplicates against existing records
D. Upload leads and click "Find Duplicates" button for each lead record to identify potential duplicate lead

Answer: C

NEW QUESTION 562
- (Exam Topic 4)
UC sells to a customer segment that has dozens of daily order and payment transactions. These customers have low credit limits which are closely monitored. At the time orders are accepted, management wants to check the customers available credit in Salesforce using information sourced from a third-party cloud application. What approach should a consultant recommend for this credit system Integration?

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

Answer: A

NEW QUESTION 563
- (Exam Topic 4)
A premier customer for Universal Software needs access to confidential product roadmap information.
To securely send this information using content delivery, what step should a sales representative take? Choose 2 answers

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

Answer: CD

NEW QUESTION 567
- (Exam Topic 4)
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 Usage app and look at the monthly data graph.
B. Create a report on users and add a Lightning component.
C. Create a report on users and filter for "Lightning user."
D. Use the Lightning Experience transition Change Management Hub.

Answer: A

NEW QUESTION 568
- (Exam Topic 4)
The Sales Director at Cloud Kicks noticied 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. Create a validation rule to check that necessary information is complete upon Lead conversion.
B. Update web-to-lead forms to require input fields be completed prior to submission.

C. Schedule a report that notifies Lead owners daily of Leads with incomplete information.
D. Implement a trigger that warns the user of incomplete information during Lead conversion.
E. Mandate that all Lead data must be reviewed prior to being created in Salesforce.
F. Review Lead conversion mapping to ensure necessary fields are mapped correctly.

Answer: BDE

NEW QUESTION 569
- (Exam Topic 4)
Universal Containers wishes to implement a sales methodology that focuses on identifying customers challenges and addressing them with offerings. Which sales methodology is described above?

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

Answer: B

NEW QUESTION 574
- (Exam Topic 4)
The Service Manager at Universal Containers wants to improve the adoption of public Knowledge Articles and has decided to review published articles that have NOT been updated in the last 90 days, so that
out-of-date articles can be refreshed. Which solution will allow the Service Manager to see the articles that need to be reviewed?

A. Provide the Service Manager with the edit permissions to the standard Knowledge Article reports
B. Create a custom report for Knowledge Articles that filters the results based on publications status and last modified date
C. Create a custom list view for Knowledge Articles that filters the results based on publication status and last modified date
D. Provide the Service Manager with edit permissions to the stand Knowledge Article views

Answer: B

NEW QUESTION 576
- (Exam Topic 4)
UC wants to migrate accounts from the legacy system into Salesforce. Client want the unique Account Ids for the account records in the legacy system to be imported into the salesforce to allow the quality control comparison to be conducted after the migration is completed and facilitate future integration. What solution the consultants recommend to meet this requirement?

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

Answer: D

NEW QUESTION 580
- (Exam Topic 4)
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

Answer: A

NEW QUESTION 585
- (Exam Topic 4)
Universal Container (UC) is currently live with Sales Cloud and in the process of implementing Service Cloud. UC wants to create a sandbox to test its Service Cloud implementation with real Sales Cloud Data. Which three Sandbox types can be used to accomplish this? Choose 3 answers

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

Answer: BCD

NEW QUESTION 590
- (Exam Topic 4)
Universal Containers knows it will be adding new Cases at a rate of 4-6 million per year and wants to maintain performance over time. Which two recommended techniques should be utilized? Choose 2 Answers

A. Ask contact center managers to review data each quarter to possibly delete

B. Write an Apex trigger that deletes one case each time a new case is created
C. Create a data retention plan that archives or purges cases at regular intervals
D. Optimize queries to reduce the scope of Cases included with each search

Answer: CD

NEW QUESTION 592
- (Exam Topic 4)
Universal Publications are a publishing house that sells online subscriptions for its leading magazine. Customers can make a single Payment, or set up to pay weekly, monthly or quarterly. Universal Publications wants to use opportunities to track and report on these subscription deals. What should a consultant recommend to meet this requirement?

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

Answer: A

NEW QUESTION 595
- (Exam Topic 4)
Resellers for Universal Containers 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 the appropriate list views and report folder, and share with all partner users
B. Create the opportunity list view and report folder in the partner communities for all partners
C. create a new tab in the partner communities to display the appropriate list view and report folder
D. create a chatter group that allows partner to post item appropriate list view and report

Answer: B

NEW QUESTION 597
- (Exam Topic 4)
The sales representatives at Universal Containers have been experiencing the following Challenges with sales data within their Salesforce application. It has been difficult to effectively reach contacts. There are many duplicate contacts. They are unable to segment account data. What should a consultant recommend to remedy all of these challenges?

A. Utilize Data.com to flag duplicates and update existing data.
B. Export contacts and accounts from Data.com and upload using data loader.
C. Utilize data loader to export data and flag duplicate records.

Answer: A

NEW QUESTION 599
- (Exam Topic 4)
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.

Answer: C

NEW QUESTION 600
- (Exam Topic 4)
A business requirement specifies that opportunities with a discount between 10% and 25% must be approved by the Regional Sales Manager (RSM). Which approach addresses the business requirement?

A. Create an approval step and workflow rule to create a task for the RSM.
B. Create an approval step with the RSM as the approver.
C. Change the owner of the opportunity to the RSM upon save.
D. Create a workflow task and email notification to the RSM.

Answer: B

NEW QUESTION 605
- (Exam Topic 4)
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. Configure lead assignment rules to route leads to the correct owner.
B. Create a Visualforce page that includes both standard and custom fields.
C. Leverage a Lightning Component that collects the information and routes it.
D. Create email templates for each Primary Product with corresponding email response rules.

E. Generate a web-to-lead form that includes both standard and custom fields.
F. Create a lead owner field on the product record to use for assignment.

Answer: ADE

NEW QUESTION 606
- (Exam Topic 4)
What is a consideration when implementing Advanced Currency Management? Choose 3 answers

A. The converted amount of an opportunity uses dated exchange rates based on the close date of the opportunity.
B. Advanced currency management dated exchange rates are automatically updated on a monthly basis
C. Currency roll-up summary fields from opportunity products to an ortunity use the dated exchange rate
D. Advanced currency management can be enabled or disabled in the organization under the company profile if needed.

Answer: ACD

NEW QUESTION 611
- (Exam Topic 4)
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 last modified date on the Opportunity
D. The close date on the Opportunity

Answer: D

NEW QUESTION 616
- (Exam Topic 4)
What are the benefits of enabling territory management? Choose 3 answers

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

Answer: CD

NEW QUESTION 617
- (Exam Topic 4)
Cloud Kicks has a private sharing model on Accounts. Account Executives need to ensure that Business Development Users can qualify marketing Opportunities on their accounts. There can be different Business Development Users for a given opportunity. Sales Management needs to be able to report on which Business Development Users are assigned to opportunities. What should the Consultant recommend to the Account Executives?

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

Answer: D

NEW QUESTION 618
- (Exam Topic 4)
UC and Global Shipping (GS) are affiliates of ABC Corporation. Both affiliates use separate instances of Salesforce and work independently but sell to some of the same customers. They would like to collaborate on the common customers but keep the data for other customers separate. What approach should a consultant recommend for implementing Salesforce to meet these requirements?

A. Set up a single Salesforce instance and maintain exclusive customer data using divisions
B. Use separate Salesforce instances and link shared records using Salesforce to Salesforce
C. Use separate Salesforce instances and link shared records using a customer community
D. Set up a single instance for ABC Corporation and set up partner communities for UC and GS

Answer: B

NEW QUESTION 619
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