

**Exam**      **Certified Sales Cloud Consultant**

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**Title**      **Certified Sales Cloud Consultant**

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**Product  
Type**      **231 Q&A with explanations**

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**QUESTION 1**

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

What should be recommended?

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

Answer: B

Section: (none)

Explanation

Explanation/Reference:

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**QUESTION 2**

Universal Containers wants 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 objects and configure mapping of these two fields for conversion. Create a custom formula field on the Account object to pull the value from the Contact object.
- B. Create a custom field on the Lead and Account objects. 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, Account, and Contact objects and configure mapping of these two fields for conversion. Use a trigger to update the Contact field with the Account value.
- D. Create a custom field on the Lead and Account objects and configure mapping of these two fields for conversion. Create a custom formula field on the Contact object to pull the value from the Account object.

Answer: D

Section: (none)

Explanation

Explanation/Reference:

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**QUESTION 3**

Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption of the new solution.

Which three Sales Cloud deployment factors should be considered to help ensure adoption? (Choose three.)

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

Answer: B,D,E

Section: (none)

Explanation

Explanation/Reference:

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#### QUESTION 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.

Which two solutions should a consultant recommend to help product managers engage in sales deals? (Choose two.)

- A. Use Process Builder to create a chatter post.
- B. Use an assignment rule to notify product managers when opportunities are updated.
- C. Add the opportunity team, product managers, and customers to libraries containing files relevant to sales deals.
- D. Create a Chatter group to share product information with the sales team, product managers, and customers.

Answer: A,D

Section: (none)

Explanation

Explanation/Reference:

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#### QUESTION 5

Universal Containers 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.

Which solution should the consultant recommend?

- A. Customer Community
- B. Lightning Platform
- C. Lightning Components
- D. Salesforce Mobile Sites

Answer: A

Section: (none)

Explanation

Explanation/Reference:

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#### QUESTION 6

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.

Which two reporting tools can the sales management team leverage to help determine the cause? (Choose two.)

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

Answer: C,D

Section: (none)

Explanation

Explanation/Reference:

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**QUESTION 7**

A consultant is recommending Salesforce Console for Sales to Northern Trail Outfitters to improve sales productivity in inside sales.

Which two use cases support this recommendation? (Choose two.)

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

Answer: C,D

Section: (none)

Explanation

Explanation/Reference:

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**QUESTION 8**

Northern Trail Outfitters has Advanced Currency Management enabled and needs reports that span time periods when the exchange rate was different.

What is the converted amount based on in this scenario?

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

Answer: D

Section: (none)

Explanation

Explanation/Reference:

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**QUESTION 9**

Northern Trail Outfitters uses a third-party application for credit ratings. An external web-based credit application has to be launched from a customer's account record in Salesforce. The application uses a credit ID on the account object.

What should be created to meet this requirement?

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

Answer: D

Section: (none)

Explanation

Explanation/Reference:

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**QUESTION 10**

Universal Containers is planning to implement Salesforce Sales Cloud to support its professional services division. The Universal Containers sales team wants to easily see customer purchasing activity on account, contact, and contract detail pages.