Salesforce

Sales-Cloud-Consultant

Certified Salesforce Sales Cloud Consultant (SU21)

QUESTION & ANSWERS

QUESTION 1

Universal Containers (UC) does business with a Contact associated with a specific Account with the Contact Role of executive. The Contact is also on the board of a nonprofit that has requested a charitable donation from UC. UC wants to the Contact on both Accounts.
What should the consultant recommend?

A. Create a new Contact record for the Contact related to the nonprofit Account
B. Select Allow users to relate a Contact to multiple Accounts in Account
C. Change the Contact record type to multi-account
D. Create a new lookup field on the Contact record to associate the executive to the nonprofit.

Correct Answer: B

QUESTION 2

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

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

Correct Answer: C

QUESTION 3

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

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

Correct Answer: A,B

QUESTION 4

Management at Northern Trail Outfitters wants to make sure their sales representatives are recording important email communication with customers while they are away from their offices. The sales representatives use various email applications. Which solution should be recommended?

A. Download and install a Salesforce universal connector for their smartphone and computers.
B. Copy and paste emails manually to the customer record in salesforce from their smartphones and computers
C. Forward emails using their Email-to-Salesforce email address from their smartphones and computers
D. Download and install the Salesforce for Outlook connector on their smartphones and computers

Correct Answer: C

QUESTION 5

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

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

Correct Answer: B,C

QUESTION 6

Cloud Kicks recently completed the implementation of a new Sales Cloud solution. The stakeholder committee believes that sales user adoption is best measured by opportunities generated by the sales representatives. What can the Consultant recommend to measure sales user adoption?

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

QUESTION 7

Cloud Kicks has two sales divisions: a franchise sale division and a public sales division. The sales representatives for each division have their own user profiles and person Accounts. The franchise sales division sales representatives cannot create person Accounts, and they should only be able to set up franchise Accounts. What should the Consultant recommended to meet this requirement?

A. Remove person Account record types from the franchise sales division's sales representative user profile

B. Hide the Person Account checkbox from the franchise sales division's sales representative user profile through Field-level Security

C. Utilize Divisions to hide person Account from the franchise sales division's sales representative user profile

D. Ensure that the 'Disable Person Accounts' permission on the franchise sales division's sales representative user profile is checked

QUESTION 8

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.

QUESTION 9

A sales manager at Cloud Kicks is reviewing teams opportunities in the forecast tab. The sales manager wants to split an opportunity with two sales representatives in different regions. Which three actions should the Consultant recommend to meet these requirements? Choose 3 answers

A. Enable Opportunity Splits.

B. Create a custom Opportunity currency field.

C. Enable Overlay Splits
D. Enable Opportunity Teams.
E. Create custom Product Families.
F. Create Revenue Split Types.

Correct Answer: A,C,F

QUESTION 10

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

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

Correct Answer: C,D

QUESTION 11

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

A. Create a Lead Rollup Summary Field.
B. Use Einstein Lead Scoring.
C. Use Lead Conversion Reporting.
D. Create a joined report.

Correct Answer: B

QUESTION 12

How should Cloud Kicks prepare for its first meeting to discuss its Salesforce implementation with a consultant?

A. Gather key stakeholders. Establish goals and key metrics. Set up the communication plan. Define the sales process.
B. Gather key stakeholders. Establish goals and key metrics. Plan for users. Define the sales process

C. Establish key metrics. Set up profiles. Define the sales process. Gather key stakeholders. Set up the communication plan.
D. Establish goals and key metrics. Define the sales process. Plan for users. Identify the admin.

Correct Answer: A

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

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

Correct Answer: D

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

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

Correct Answer: C

QUESTION 15

Sales reps at Universal Containers have found that Leads they has been purchasing contain outdated and missing contact information.

What should a consultant recommend to obtain current Lead contact information?

A. Use a company insights and data enrichment app from the AppExchange.
B. Use Mass Delete to remove Leads with invalid data.
C. Upload Marketing Cloud data on a daily basis for more complete information.
D. Create a Web-to-Lead form with required fields.

Correct Answer: A

QUESTION 16

Northern Trail Outfitters (NTO) wishes to track relationships between its customers. For example, some customers are suppliers for other customers. What should a consultant recommend to track multiple customer relations?

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

Correct Answer: C

QUESTION 17

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

A. Person Accounts cannot be related to Accounts in a hierarchy.
B. Person Accounts can be disabled from Setup.
C. Account hierarchy allows person Accounts.
D. Person Accounts can only be child Accounts.

Correct Answer: A

QUESTION 18

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

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

Correct Answer: C

QUESTION 19

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

A. Salesforce1
B. Mobile classis
C. Chatter for mobile
D. Custom mobile

Correct Answer: A

QUESTION 20

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

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

Correct Answer: B

QUESTION 21

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

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

Correct Answer: A