



Free Questions for *CRT-251* by *certscare*

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Question 1

Question Type: MultipleChoice

Prospects at Cloud Kicks are exposed to many different marketing activities. In most cases, a combination of several different activities result in a successful sale.

How should the consultant configure Salesforce to track which marketing activities influenced the customer to make a purchase?

Options:

- A- Implement Customizable Campaign Influence.
- B- Create a junction object between Campaign and Opportunity.
- C- Use Surveys to request the information from the customer.
- D- Make the Primary Campaign Source required.

Answer:

B

Explanation:

Creating a junction object between Campaign and Opportunity is the best way to track which marketing activities influenced a customer to make a purchase. This junction object will allow you to track the influence of multiple Campaigns on a single Opportunity, which can be used to gain insights into which Campaigns are most effective.

Question 2

Question Type: MultipleChoice

A consultant for Cloud Kicks is migrating data from an on-premise system to Salesforce. The consultant has imported.

Account records, and is attempting to import the associated Contacts using Data Loader, but the import has failed records. The error messages all read UNABLE TO LOCK ROW,

What could be causing these records to fail?

Options:

- A-** Updates to child records that have the same parent records are being processed simultaneously.
- B-** Contact records should be imposed in the same data batch as Account records.
- C-** An Apex Trigger on the Account object is firing on insert and causing the Contact import to fail.

D- The consultant has incorrect permissions to import data using Data Loader.

Answer:

A

Explanation:

The most likely cause of the records failing is that updates to child records that have the same parent record are being processed simultaneously. This can cause the records to fail because child records must be imported after the parent records have been imported, and if the parent record is being updated at the same time as the child records, the import will fail. The other options are not likely to be the cause of the failed import.

Question 3

Question Type: MultipleChoice

A consultant has been tasked with analyzing the way sales reps use Salesforce to work a deal from inception to close, and then presenting this information to management.

What should the consultant utilize to present the information?

Options:

- A- Sales Architecture Map
- B- Business Process Map
- C- System Landscape Diagram
- D- Entity Relationship Diagram

Answer:

B

Explanation:

The best way for the consultant to present the information about how sales reps use Salesforce to work a deal is to utilize a Business Process Map. This map will provide an overview of the process, and can be used to explain how each step of the process works. Additionally, a Business Process Map can also be used to identify areas of optimization and improvement, as well as to document any changes that need to be made. A Sales Architecture Map, System Landscape Diagram, and Entity Relationship Diagram are not suitable for this purpose.

Question 4

Question Type: MultipleChoice

A small company has hired a consultant to plan its Sales Cloud implementation. The company wants to get up and running with Sales Cloud right away. The deadline has yet to be established, and the requirements still need to be defined.

Which project management methodology should a consultant recommend to ensure the implementation is successful?

Options:

- A- Six Sigma
- B- Waterfall
- C- Prince2
- D- Agile

Answer:

D

Question 5

Question Type: MultipleChoice

Cloud Kicks has configured Einstein Activity Capture (EAC) for email and is waiting to deploy it. In the meantime, a consultant is preparing training to help end users get up to speed on the product.

Which two points should the consultant include in the training information?

Choose 2 answers

Options:

- A-** Users can choose to show emails added via EAC in the Related Lists activities view.
- B-** Users must connect an email account to Salesforce and agree to terms before they can send emails in Lightning.
- C-** Users can set their Excluded Addresses list which takes priority over the global Excluded Addresses list.
- D-** Users can share individual emails or make them private.

Answer:

A, B

Explanation:

Einstein Activity Capture (EAC) allows users to store emails and attachments in Salesforce and have them visible in the Activity Timeline and Related Lists. Users can choose to show emails added via EAC in the Related Lists activities view.

To use Einstein Activity Capture, users must connect their email accounts to Salesforce. They must also agree to the terms of the service provider before they can send emails in Lightning.

Question 6

Question Type: MultipleChoice

Cloud Kicks noticed its data quality has degraded since its initial Sales Cloud implementation and is working with a consultant to implement a data management plan. The consultant suggested some best practices for creating, processing, and maintaining data.

Which two areas could be improved by using third-party data enrichment tools?

Choose 2 answers

Options:

- A- Roles and record ownership
- B- Validation rules
- C- Monitoring changes and updates
- D- Naming and formatting

Answer:

B, C

Question 7

Question Type: MultipleChoice

'Cloud Kicks (CK) needs to comply with GDPR requirements. Personal information is limited to only users who need access to a company's:

Account. CK has a private Account model.

How should the consultant provide specific Account access to the renewals and sales operations teams?

Options:

- A-** Build renewals and sales operations Account team member roles and allocate them to the appropriate users,
- B-** Create a criteria-based sharing rule to share Accounts with the sales operations and renewals public groups.
- C-** Change the roles of renewals and sales operations team members in the default Opportunity team.
- D-** Create a role-based sharing rule to share all Accounts with the sales operations and renewals roles.

Answer:

B

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