Free Questions for Sales-Cloud-Consultant

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Question 1

Question Type: MultipleChoice

During the Discovery phase of a Sales Cloud implementation, which step should a consultant complete to prepare for a successful engagement?

Options:

A- Set project milestones.

B- Create the implementation plan

C- Define sales processes

Answer:

C

Explanation:

In the Discovery phase of a Sales Cloud implementation, it is essential to define the sales processes that will be supported in Salesforce. This step involves understanding the specific stages and steps within the organization's sales cycle and ensures that Salesforce will be configured to align with these processes. Defining sales processes is foundational for creating a solution that meets business needs and is aligned with user expectations, as it impacts subsequent configuration, training, and adoption efforts.

Question 2

Question Type: MultipleChoice

The VP of sales at Cloud Kicks wants the sales team to use the Salesforce mobile app to complete their tasks. The sales team needs to create

and edit leads, contacts, and opportunities with ease.

Which feature should the consultant recommend the sales team use?

Options:

A- Smart Actions

B- Lightning Mobile Component
C- Einstein Activity Capture

Answer:

A

Explanation:

Smart Actions streamline data entry and common tasks in the Salesforce mobile app, allowing users to quickly create and edit records such as leads, contacts, and opportunities. These actions provide a simplified and intuitive interface tailored for mobile use, enhancing productivity and usability for the sales team. By utilizing Smart Actions, Cloud Kicks' sales team can efficiently manage their tasks on the go without needing to navigate complex forms or screens.

Question 3

Question Type: MultipleChoice

Cloud Kicks rolled out Sales Cloud recently. The VP of sales wants to display a view of internal and external data on the lifetime spend for each

account on the Salesforce account detail page.

Which option should a consultant recommend to meet this requirement?

Options:

A- Salesforce Data Pipelines
B- Einstein Discovery
C- Sales Engagement

Answer:

A

Explanation:

Salesforce Data Pipelines can aggregate, transform, and load data from various internal and external sources into Salesforce. To display lifetime spend data on the Account detail page, Data Pipelines can be used to gather and visualize this data directly within the Salesforce interface.

This option is particularly effective for integrating diverse data sources and presenting comprehensive insights on each Account.

Question 4

Question Type: MultipleChoice

Cloud Kicks has organization-wide defaults set to Private for Account.

With the rollout of Opportunity Teams, what should a consultant consider?

Options:

A- Opportunity should be set to Public Read/Write first.

B- The Opportunity will be implicitly Write for the team.

C- The Opportunity's Account will be implicitly Read for the team.

Answer:

C

Explanation:

With Opportunity Teams, Salesforce provides implicit sharing of related records. When an Opportunity is shared with a team, members gain Read access to the associated Account, even if the Account is set to Private in organization-wide defaults. This implicit sharing allows team members to have the necessary context on the Account without changing broader Account access permissions.

Question 5

Question Type: MultipleChoice

Cloud Kicks (CK) has requested a Statement of Work (SOW) that clearly details who will train users on new features and how the training will be delivered.

Which section of a SOW should the consultant discuss with CK to meet the requirement?

Options:

A- Scope

B- Background

C- Terms and Conditions

Answer:

A

Explanation:

The Scope section of the Statement of Work (SOW) typically includes details on the services and deliverables provided, which would encompass user training on new features and the method of delivery. The consultant should discuss this section with Cloud Kicks to clarify responsibilities and expectations related to user training, ensuring that the SOW addresses CK's requirements for effective user adoption and training outcomes.

Question 6

Question Type: MultipleChoice

Cloud Kicks manages prospects for lead generation in a marketing application.

To ensure data quality, which prospects should the consultant migrate from the marketing application to lead records?

Options:

A- All prospects

B- Contacted prospects

C- Qualified prospects

Answer:

C

Explanation:

To ensure data quality, only qualified prospects should be migrated from the marketing application to Salesforce as lead records. This approach reduces clutter and ensures that only leads with a higher potential for conversion are brought into Sales Cloud, aligning with Salesforce best practices for lead management. Qualified prospects typically meet predefined criteria that make them more likely to convert, thereby supporting sales efficiency and data integrity.

Question 7

Question Type: MultipleChoice

During end-to-end testing, users report that a key business process is missing a step.

What should a consultant do first to resolve the issue?

Options:

A- Work with key stakeholders to determine if a change to the requirements is necessary to go-live,

B- Revise the test scripts and ask users to repeat the testing.

C- Change the solution to meet the needs of the users and update the training materials.

Answer:

A

Explanation:

When a missing step is identified during testing, the first step is to engage with key stakeholders to assess the impact and determine if modifying the requirements is essential before going live. This approach ensures that all parties understand the implications and can make informed decisions about project scope, timeline, and deliverables. Salesforce best practices recommend verifying requirement changes with stakeholders to avoid misalignment with business goals and expectations.

Question 8

Question Type: MultipleChoice

Sales reps at Universal Containers receive leads that are generated from various channels. Lead quality varies greatly. Sales managers want the sales reps to focus on the leads most likely to result in a sale.

What should the consultant recommend to meet this requirement?

Options:

A- Implement a lead scoring strategy,

B- Create list views to filter on each lead source.

C- Implement lead assignment rules.

Answer:

A

Explanation:

A lead scoring strategy helps prioritize leads based on their likelihood of conversion, allowing sales reps to focus on high-quality leads that are more likely to result in sales. Salesforce provides tools such as Einstein Lead Scoring, which can automate this process using AI to analyze lead attributes and behaviors, giving each lead a score that reflects its quality. This strategy supports sales managers' goals of improving focus and efficiency in handling leads from various sources.

Question 9

Question Type: MultipleChoice

Cloud Kicks (CK) has customers who are often involved with more than one company. CK wants to track these contacts on associated accounts without creating duplicate Contact records.

What should a consultant consider when enabling the Set Up Contacts to Multiple Accounts feature?

Options:

A- Create a junction object to link Accounts and Contacts.

B- Designate a default account as the Contact's primary account.

C- Add account relationships from the Contact record.

Answer:

B

Explanation:

When enabling the Contacts to Multiple Accounts feature, Salesforce requires a primary account designation for each Contact. This primary account is typically the one with which the Contact has the closest or most significant relationship. The feature then allows the Contact to be associated with multiple additional accounts without creating duplicate Contact records, maintaining a clear record hierarchy and relationship view.

Question 10

Question Type: MultipleChoice

Predefined groups of sales reps work collaboratively on Accounts in the Cloud Kicks (CK) sales model. Each group is also responsible for specific accounts. CK has organization-wide default access set to Public Read/Write for Accounts. CK discovered this caused issues with data quality where reps edited accounts outside their scope of responsibility. CK wants to allow reps to view any account, but restrict editing to only reps who are responsible for those specific accounts.

Which step should a consultant recommend to allow reps to continue to collaborate while eliminating incorrect edits?

Options:

A- Create an Account sharing rule to grant Read/Write access to all accounts.
B- Change Account organization-wide defaults to Public/Read-Only.
C- Change Account organization-wide defaults to Private.

Answer:

B

Explanation:

To restrict edits to only those responsible for specific Accounts while still allowing visibility to all, changing the organization-wide defaults to Public Read-Only is recommended. This setting enables all users to view Accounts but restricts editing capabilities. Subsequently, CK can grant additional Read/Write access to specific groups or users through Account Teams or sharing rules based on responsibility.

Salesforce best practices suggest adjusting organization-wide defaults to align with the least privilege principle, which enhances data integrity by limiting access to only what is necessary.

Question 11

Question Type: MultipleChoice

Universal Containers (UC) notices a large increase in leads created overnight which exceed the daily limits. Upon examination, the leads appear to

be created by bots. UC uses a standard Web-to-Lead form without safeguards in place to limit spam on forms.

What should the consultant recommend as the first line of defense before republishing the form?

Options:

A- Use a custom Web-to-Lead alternative with built-in protection.

B- Use an AppExchange package with custom Web-to-Lead handling.

C- Select Require reCAPTCHA Verification in Web-to-Lead settings.

Answer:

C

Explanation:

The first line of defense against spam bots in Web-to-Lead forms is enabling reCAPTCHA. Salesforce provides a built-in option for reCAPTCHA verification, which helps prevent automated submissions by requiring users to complete a reCAPTCHA challenge before submitting the form. This is a quick and effective solution for reducing spam without the need for custom coding or third-party solutions.

Question 12

Question Type: MultipleChoice

Cloud Kicks (CK) recently implemented Einstein Opportunity Scoring in its production org. CK is using the Amount field in its Opportunity Scoring model.

What will a user without access to the Amount field on the Opportunity object observe?

Options:

A- The Amount field will display an error in the contributing factors section.

B- The Opportunity Score field and the Amount field will be hidden for that user.

C- The Amount field will be hidden from the contributing factors section.

Answer:

C

Explanation:

In Einstein Opportunity Scoring, if a user lacks access to a field (such as the Amount field) that is used as a contributing factor, that field is omitted from the scoring details that the user sees. Salesforce respects field-level security settings, so users without permission to view certain fields will not see those fields in the contributing factors section. Instead, the scoring model will still display, but without the restricted fields in the breakdown of contributing factors.