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**Salesforce Consumer Goods Cloud Accredited
Professional**

Salesforce Consumer-Goods-Cloud-Accredited-Professional

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QUESTION NO: 1

A Field Sales Manager is planning a weekly route for representatives who must visit stores only during agreed service periods. The manager also wants routes to account for traffic and operational constraints instead of simply selecting the shortest distance.

Which three Salesforce Maps Advanced capabilities support this requirement? Select three.

- A. Real-time Traffic-based Routing
- B. Constraint based Routing
- C. Visit Windows
- D. Visit Prioritization
- E. Gantt-chart Routing

ANSWER: A B C

Explanation:

Real-time Traffic-based Routing helps account for traffic conditions when calculating travel routes. **Constraint based Routing** supports optimization using operational requirements, rather than distance alone. **Visit Windows** enables route plans to respect the periods during which a retail store can be visited.

Visit prioritization and Gantt-chart routing are not the Salesforce Maps Advanced capabilities used for this route-planning requirement.

QUESTION NO: 2

Which two levels can promotions be defined within the Consumer Goods Cloud?

- A. Account
- B. Product Category
- C. Retail Store Group
- D. Product
- E. Retail Store

ANSWER: D E

Explanation:

Product and **Retail Store** are the two supported levels for defining promotions in Consumer Goods Cloud retail execution. A product-level promotion identifies the specific item or items to which the promotional mechanics apply, such as a temporary price reduction, a display requirement, or a promotional offer for a particular SKU. This gives consumer-goods organizations control over exactly which products a field representative must validate during a store visit.

A retail-store-level promotion identifies the store where the promotion is planned, executed, and assessed. Associating the promotion with a retail store allows the organization to tailor execution to that outlet and enables representatives to review relevant promotion information while working in the store context. Together, these levels connect the promoted merchandise with the physical point of execution, supporting store-visit planning, in-store compliance checks, and reporting on promotion execution. Salesforce describes Consumer Goods Cloud Retail Execution capabilities and the field-sales workflows that support account and store execution in its [Retail Execution overview](#) and [Consumer Goods Cloud for Retail Execution Trailhead module](#).

QUESTION NO: 3

Which three fields are available on the Retail Store object that differentiate them from the Account object?

- A. Delivery Method
- B. Operating Hours
- C. Preferred Visit Hours
- D. Shipping Address
- E. Payment Method

ANSWER: A B C

Explanation:

Delivery Method, Operating Hours, and Preferred Visit Hours are Retail Store fields that support Consumer Goods Cloud retail-execution processes. Delivery Method records the fulfillment or delivery approach used for a specific store, enabling consumer-goods organizations to plan service and distribution appropriately. Operating Hours captures when the physical store is open, which is essential when scheduling store visits and ensuring field representatives do not arrive outside business hours. Preferred Visit Hours captures the retailer's preferred time window for a representative visit, allowing visit planning to account for store-specific preferences in addition to its normal opening times.

These attributes model the operational characteristics of a retail outlet rather than just its customer relationship details. They help Consumer Goods Cloud users segment stores, create practical visit plans, and execute retail activities with scheduling information tailored to each location. Salesforce documents Retail Store as a Consumer Goods Cloud object used for retail execution and exposes its fields through the platform object reference. See the [Salesforce Retail Store object reference](#) and Salesforce's [Retail Execution data model documentation](#).

QUESTION NO: 4

Universal Containers (UC) is a Communications Service Provider using Communications Cloud. UC plans to migrate their B2C customers and their customers' services into Communications Cloud. UC has configured the products in the Enterprise Product Catalog.

Which entities must be migrated, and in which sequence, to accomplish this migration?

- A. Users, Contacts, Consumer Accounts, Billing Accounts, Service Accounts, Subscriptions, Assets
- B. Users, Consumer Accounts, Billing Accounts, Service Accounts, Contacts, Assets
- C. Users, Person Accounts, Billing Accounts, Service Accounts, Contacts, Assets
- D. Users, Consumer Accounts, Billing Accounts, Service Accounts, Contact, Asset Line Items, Assets

ANSWER: A

Explanation:

Users, Contacts, Consumer Accounts, Billing Accounts, Service Accounts, Subscriptions, Assets is the required migration sequence because it loads the Communications Cloud customer and service hierarchy from the records that establish identity and ownership through to the records that represent active commercial and technical services. Users are loaded first so migrated records can be assigned valid owners and operational users. Contacts and Consumer Accounts then establish the B2C customer relationship that subsequent account and service records rely on.

Billing Accounts must be available before the customer's billed services are established, while Service Accounts provide the service-level context for the customer's communications services. Subscriptions are then migrated to represent the customer's active purchased offerings from the Enterprise Product Catalog. Assets are loaded last because they represent the instantiated products, equipment, or service assets associated with the established customer, service, and subscription context. This dependency-aware order avoids inserting child records before the customer, billing, and service entities they reference exist.

Salesforce's Communications Cloud data model describes the customer, account, product, and service entities used for communications implementations. See the [Communications Cloud data model overview](#) and Salesforce's [Communications Cloud overview documentation](#).

QUESTION NO: 5

A beverage company needs Field Reps to inspect branded refrigeration units at retail stores. The inspection includes whether the unit is operational, clean, correctly branded, and stocked. The activity does not match a predefined inventory, promotion, or planogram workflow.

Which Assessment Task Definition Task Type should the consultant use?

- A. Inventory Check
- B. Planogram Check
- C. Other
- D. In-Store Survey

ANSWER: C

Explanation:

Other is appropriate for a specialized operational assessment such as an equipment audit. It allows the consultant to configure the questions, indicators, and task behavior needed for the refrigeration-unit inspection without incorrectly treating the activity as a standard inventory, promotion, or planogram check.

The refrigeration unit can be represented as an asset, while the assessment task captures the Field Rep's observations about that asset during the visit.

QUESTION NO: 6

Which statement is true about action plan templates?

- A. Action plan templates can have multiple orders and delivery tasks
- B. Action plan templates can have multiple planogram, inventory and promotion checks
- C. Action plan templates are ready to use after saving
- D. Action plan templates are not extensible through Apex

ANSWER: B

Explanation:

Action plan templates can have multiple planogram, inventory and promotion checks. In Consumer Goods Cloud retail execution, an action plan template defines the repeatable work that field representatives perform during store visits. These checks are configured as tasks within the template and provide a structured way to collect information and evaluate in-store execution. A planogram check supports validation of shelf layout and product placement against the intended arrangement. An inventory check enables the representative to record on-shelf availability, stock conditions, and related inventory observations. A promotion check supports verification that promotional materials, pricing, displays, and campaign execution are present as expected. Because a single visit can require assessment of assortment, availability, shelf compliance, and promotional execution, a template can include more than one of these checks. When a plan based on the template is assigned for a visit, the representative receives the associated work in a consistent, repeatable format. This standardization helps organizations measure retail compliance across accounts and use visit results to improve execution. Salesforce describes Consumer Goods Cloud retail execution capabilities in its [Retail Execution overview](#) and provides implementation resources through the [Consumer Goods Cloud documentation](#).

QUESTION NO: 7

Which three dashboards are natively available with Tableau CRM for Consumer Goods Cloud?

- A. Category Insights
- B. Inventory Performance
- C. Sales Rep Performance
- D. Store Insights
- E. Product Performance

ANSWER: A C D

Explanation:

The natively provided Tableau CRM dashboard set for Consumer Goods Cloud includes **Category Insights**, **Sales Rep Performance**, and **Store Insights**. These dashboards are designed around the core Consumer Goods Cloud retail-execution data model and provide ready-to-use analytical views for field-sales and account-management teams. Category Insights supports analysis of category-level execution and performance trends, helping teams understand results across retail categories. Sales Rep Performance focuses on the productivity and execution outcomes of individual sales representatives, enabling managers to monitor field activity and performance measures. Store Insights provides a store-centric view of retail execution, so users can evaluate conditions, activities, and outcomes at individual customer locations. Together, these dashboards give organizations category, representative, and store perspectives without requiring them to build those foundational analytics experiences from scratch. Salesforce describes Consumer Goods Cloud as supporting retail execution and actionable insights for consumer-goods organizations; Tableau CRM supplies embedded analytics capabilities for exploring and acting on CRM data. See the [Salesforce Consumer Goods Cloud overview](#) and [Tableau CRM overview](#).

QUESTION NO: 8

Which object is exclusively available to users in setup to perform direct store delivery?

- A. Shipment
- B. Delivery Task
- C. Order
- D. ProductTransfer

ANSWER: A

Explanation:

Shipment is the object used for Direct Store Delivery processes in Salesforce Consumer Goods Cloud. It represents the movement and fulfillment of goods being delivered directly to a retail location, giving users a business record around which delivery-related operations can be managed. In a direct-store-delivery model, a supplier or distributor delivers products to the store rather than routing the transaction through a retailer's centralized distribution process. Shipment records support that operational scenario by providing a dedicated representation of the delivery itself and its associated goods and destination context.

This specialization is important in Consumer Goods Cloud because field and delivery workflows need to reflect physical product movement to stores, not merely the commercial ordering process. Shipment therefore provides the purpose-built object for configuring and supporting those direct-delivery activities in the Consumer Goods Cloud data model. Salesforce describes Consumer Goods Cloud as supporting retail-execution processes for consumer-goods organizations, including operational work performed across retail locations. See Salesforce's [Consumer Goods Cloud overview](#) and the [Shipment object reference](#) for additional platform context.

QUESTION NO: 9

Product managers requested to make a brand new product available for the initial sale by account executives in Industries CPQ and support order fulfillment.

What are the two scope items to be included in the following sprints to meet the requirements?

- A. OmniScript for Guided Selling Process
- B. Decomposition Relationships
- C. Orchestration Process for MACD
- D. Product Model

ANSWER: B D

Explanation:

Product Model is required because a new offering must first be defined in the Enterprise Product Catalog before an account executive can find, configure, and price it in Industries CPQ. Product modeling establishes the commercial product and its associated specifications, attributes, prices, eligibility, bundle structure, and versioning as applicable. This catalog foundation makes the product usable during the initial sales transaction.

Decomposition Relationships is also required to fulfill the order created from that sale. Decomposition maps the customer-facing commercial product to the technical products or services that downstream fulfillment systems need to deliver. During order decomposition, Industries creates fulfillment request lines from these relationships, allowing the order-management process to send the appropriate work to fulfillment systems. Together, the product model supports selling the offering, while decomposition relationships connect that sold offering to its fulfillment implementation. Salesforce describes the catalog and CPQ product-modeling concepts in its [Industries CPQ Foundations](#) Trailhead module and explains the order lifecycle and fulfillment concepts in the [Salesforce Industries Order Management documentation](#).

QUESTION NO: 10

Universal Containers (UC) is using Communications Cloud and would like to introduce a limited-time offer to their customers. The offer will be available on UC's website through DC APIs and once claimed, will give customers a 10% discount for three months.

Which two options should a Consultant configure to meet this requirement?

- A. Promotion
- B. Time Plan
- C. Offering
- D. Discount

ANSWER: A B

Explanation:

Promotion is the appropriate Commercial Communications Cloud configuration for creating a customer-facing, claimable offer. A promotion represents the commercial incentive that can be presented through Digital Commerce APIs and applied when the customer qualifies for or claims it. Its configuration can include the applicable products or offerings and the pricing adjustment, such as the required 10% reduction. Promotions support temporary commercial changes while retaining the underlying catalog and standard product pricing.

Time Plan supplies the time-based behavior required by the offer. The promotion's discount must not remain in effect indefinitely; it needs to apply for a defined three-month period after the offer is claimed. A time plan defines the relevant effective period and recurring timing for a price-related commercial change, enabling the configured promotion to provide the discounted price for that limited duration.

Used together, Promotion defines what the customer receives and how the discount is offered through the digital channel, while Time Plan defines how long the promotional pricing remains applicable. This separates the commercial offer itself from its temporal lifecycle, which is the expected Communications Cloud product-catalog approach for a limited-duration promotional incentive. See Salesforce's [Communications Digital Commerce documentation](#) and the [Salesforce Industries CPQ Promotions Trailhead module](#).

QUESTION NO: 11

Which methodology does Salesforce Maps offer to facilitate the addition of geocoordinates for each retail store location by an admin?

- A. Set up a batch job through Salesforce Maps automation to read an address field and add geocoordinates to selected fields,
- B. Create a new map layer containing the desired retail store locations and execute the 'add geocodes ' mass action.
- C. Click on the individual retail store marker and copy/paste the coordinates from the tooltip to the corresponding retail store longitude and latitude fields.
- D. Under geolocation in setting, enable the 'automate geocoordinate mapping to retail store' option.

ANSWER: A

Explanation:

Salesforce Maps supports automated geocoding through a batch automation job. An administrator can configure the job to use the record's address information, submit the selected records for geocoding, and write the resulting latitude and longitude values back to designated fields. This is the appropriate approach when a business needs coordinates for many retail locations because it is repeatable, scalable, and does not require users to manually identify or enter map coordinates one record at a time. The automation can be scheduled or run as needed, helping ensure location data remains usable for mapping, route planning, territory analysis, and visit planning as store records are added or updated. Salesforce Maps relies on address-based geocoding to transform structured location details into geographic coordinates, so the source address fields should be complete and consistently maintained before the process is run. Salesforce's Maps learning resources describe how Maps uses geographic data to visualize records and support field operations, while the Salesforce Maps documentation covers administration and automation capabilities. See [Salesforce Maps Basics on Trailhead](#) and [Salesforce Maps documentation](#).

QUESTION NO: 12

A consultant for Northern Trail Outfitters (NTO) has been asked to setup Tableau CRM for Consumer Goods Cloud to gain insights into factors that might affect store sales.

Which Einstein Discovery story should the consultant select to address this concern?

- A. Einstein Discovery story 'Strategic Sales'
- B. Einstein Discovery story 'Maximize Store Sales'
- C. Einstein Discovery story 'Minimize Out-of-Stock occurrences'
- D. Einstein Discovery story 'Promotion Management'

ANSWER: B

Explanation:

Einstein Discovery story 'Maximize Store Sales' is designed for the business objective of understanding and improving sales performance at the store level. It applies Einstein Discovery's analysis to store-sales data to identify the factors most associated with sales outcomes, such as execution quality, product availability, promotions, store characteristics, and visit-

related measures. The resulting insights help field teams and account managers prioritize the actions that are most likely to improve a store's sales results, rather than relying only on historical sales totals or manual analysis.

This directly fits the stated need to gain insight into factors that might affect store sales. In Consumer Goods Cloud, the packaged analytics and Discovery capabilities are intended to turn retail-execution data into actionable recommendations for consumer-goods sales teams. Einstein Discovery also surfaces key drivers and predicted outcomes in a form that users can use to focus their store-level execution efforts. See Salesforce's overview of [Consumer Goods Cloud](#) and the [Einstein Discovery Basics](#) Trailhead module for background on using Discovery to identify outcome drivers and act on predictions.

QUESTION NO: 13

United Telecom (UT) has finalized a design for launching sales and self-service capabilities through different channels to improve their customer experience.

Which two out-of-the-box capabilities should UT use to support customers through multiple channels on Communications Cloud?

- A. Digital Commerce APIs
- B. Digital Commerce SDK
- C. Cart-based APIs using OmniOut
- D. Custom APIs using LightningOut

ANSWER: A B

Explanation:

Digital Commerce APIs and **Digital Commerce SDK** are the out-of-the-box Communications Cloud capabilities intended for consistent commerce journeys across assisted and digital channels. Digital Commerce APIs expose the Industries CPQ and order-capture functions needed by a channel experience, including catalog browsing, product configuration, eligibility, pricing, promotions, cart operations, and order submission. Because channel applications call the same API-driven commerce services and underlying product catalog, an agent experience, customer portal, mobile application, or partner channel can apply the same commercial rules and present consistent offers.

The Digital Commerce SDK complements those APIs with reusable front-end capabilities for building digital buying and self-service journeys. It enables teams to assemble guided commerce interactions more quickly while retaining the API-based product, pricing, cart, and order logic. Together, these capabilities support a headless or embedded channel architecture: the APIs provide the channel-independent business services, and the SDK accelerates delivery of customer-facing experiences. This directly addresses a telecommunications provider's need to launch sales and self-service capabilities through more than one channel without separately recreating core commerce logic for each channel.

Salesforce's Industries CPQ learning material describes the API-led catalog, configuration, pricing, and order-capture model used by Communications Cloud: [Industries CPQ Foundations](#). Salesforce developer documentation also provides the Industries API reference: [Salesforce Industries API Reference](#).

QUESTION NO: 14

Which field is required for setting up Retail Store KPIs?

- A. Effective to
- B. Retail Store Group
- C. KPI Type
- D. Promotions

ANSWER: C

Explanation:

KPI Type is required because it identifies the business metric that a Retail Store KPI record represents. In Consumer Goods Cloud retail execution, KPIs provide the measurable criteria used to assess store execution and performance during visits, such as availability, shelf share, pricing, promotion execution, or another defined retail metric. Selecting a KPI Type gives the KPI its intended measurement context and allows the application to associate the KPI setup with the appropriate type of store-performance observation. This is essential before field users can capture relevant values during retail visits and before managers can meaningfully evaluate execution results. The KPI definition can also be used consistently across applicable retail-store contexts, supporting standardized measurement and reporting. In contrast, dates, store grouping, and promotion-related information can be relevant to particular business configurations, but the metric itself must first be classified through its KPI Type. Salesforce's Consumer Goods Cloud retail-execution learning materials describe KPIs as core mechanisms for tracking in-store execution, while Salesforce Help provides the product documentation framework for configuring Consumer Goods Cloud capabilities. See [Salesforce Trailhead: Consumer Goods Cloud for Retail Execution](#) and [Salesforce Help: Consumer Goods Cloud](#).