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Salesforce

Cloud-Trade-Promotion-Management-Accredited Professional

**Consumer Goods Cloud Trade Promotion Management
Accredited Professional**



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Product Version

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Latest Version: 6.0

Question: 1

What is the significance of volumetric information during discovery?
Response:

- A. It identifies the sales trends across different accounts.
- B. It ensures the solution can handle expected data loads.
- C. It defines the hierarchy for product and account structures.
- D. It optimizes the Go-To-Market strategy.

Answer: B

Question: 2

What is the role of claims in TPM workflows?
Response:

- A. To automate the fund approval process.
- B. To validate promotion execution and fund utilization.
- C. To track KPI performance for promotional campaigns.
- D. To standardize product pricing for promotions.

Answer: B

Question: 3

Why is validation of the draft solution design with stakeholders important?
Response:

- A. To identify gaps and refine priorities.
- B. To finalize automation workflows.
- C. To eliminate the need for future updates.
- D. To simplify data migration efforts.

Answer: A

Question: 4

Why is it important to document the customer journey during discovery?

Response:

- A. To automate account planning workflows.
- B. To capture how customers interact with business processes.
- C. To eliminate the need for promotional KPIs.
- D. To integrate all data with Salesforce immediately.

Answer: B

Question: 5

When assessing a customer's enterprise landscape, what should you identify?

Response:

- A. The total number of Salesforce licenses required.
- B. Functional components that can be managed by TPM or third-party systems.
- C. Product pricing strategies across different regions.
- D. The approval process for promotional claims.

Answer: B

Question: 6

Which component of the TPM lifecycle is critical for gathering functional requirements?

Response:

- A. Discovery
- B. Planning
- C. Implementation
- D. Deployment

Answer: A

Question: 7

Which feature is critical for aligning promotion planning with strategic objectives?

Response:

- A. Claims processing.
- B. KPI-based analysis.

- C. Workflow automation.
- D. Data migration templates.

Answer: B

Question: 8

During discovery, which step ensures that scalability needs are addressed?
Response:

- A. Gathering volumetric information related to data size and processing loads.
- B. Reviewing the customer's existing hardware infrastructure.
- C. Implementing trial promotion workflows.
- D. Automating claims processing templates.

Answer: A

Question: 9

How should account planning solutions be structured in TPM?
Response:

- A. Based on the account and product hierarchy.
- B. Using only out-of-the-box templates.
- C. Focused solely on high-priority accounts.
- D. Limited to static planning models for simplicity.

Answer: A

Question: 10

What should you focus on during discovery interviews with a new client?
Response:

- A. Ensuring that all stakeholders have Salesforce accounts.
- B. Understanding the client's business processes and pain points.
- C. Implementing TPM configurations during the interview.
- D. Identifying third-party systems to decommission.

Answer: B

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