Unique Questions which I got:

1) What feature should a consultant recommend to implement custom branding, collaboration using Chatter and custom layouts?

   a)salesforce1

   b)chatter for mobile

   c) mobile touch

   d) mobile classic

   Ans: A

2) At what scenarios, can we implement Salescloud console?(choose 2)
   a) When Sales Rep wants to add activities for opportunities in single page layout.
   b) When Sales Rep adds contacts to Campaigns
   c) During Case escalations.

   Ans: AB

3) What do we need to configure in salesforce to automatically create Activities for opportunities whenever we get the mail in company-provided or third party email account?
   a. Contact salesforce to activate Email to Salesforce.
   b. Ask administrator to activate Email- to- Salesforce.
   c. Activate salesforce for outlook.
   d. Activate Connect for Salesforce.

   Ans: B

4) The company has 10k accounts with 50k contacts. The SM wants to run a new campaign with this. But he is not sure whether the contacts are still in the same organization. What can a consultant suggest?
   a. Send Stay-in-touch request to all contacts
   b. Send emails to them individually and wait for the respond.
   c. Use data cleansing tool
   d. Use Data.com

   Ans: A

5) The organization is selling the new product with 1 year maintenance warranty. Whenever the opportunity is closed/won, an asset need be created for that opportunity to track the maintenance service? (this is more of service cloud question)
   a. Use apex trigger to create an asset whenever the opportunity is closed-won.
   b. Use assignment rules

   Ans: A

6) <<Consecutive 4 questions from Partner Community. I could not remember those questions, as I skipped them>>
7) Universal Containers wants to migrate accounts from a legacy system into Salesforce. The client wants the unique Account Ids for the account records in the legacy system to be imported into the salesforce to

allow quality control comparison to be conducted after the migration is completed and facilitate future integration.
What solution the consultants recommend to meet this requirement?

A. Create a custom External Id in salesforce and migrate the legacy system Account Id into this
B. Create a custom External Id in salesforce and migrate the current Account Id into this
C. Use the standard External Id in salesforce and migrate the legacy system Account Id into this
D. Use the standard External Id in salesforce and migrate the current Account Id into this

Ans: A

8) Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process.
What solution should a consultant recommend to meet these requirements?
Choose 2 answers

A. Define sales processes to map to each opportunity record type
B. Configure opportunity record types for each sales process
C. Create sales stages that align with opportunity record types
D. Define the default opportunity teams for each opportunity record type

Ans: A,C or **BC**

9) Universal Containers does not have a direct sales Team, its channel partner responsible for selling and servicing Products. Over the past quarter, there has been an increased volume of leads. However the vice president of the channels has been receiving the many complaints from the partner on the poor quality of leads and has noticed a significant drop in the lead conversion rate.
What should a consultant recommend to improve partner satisfaction with the Leads being shared?

A. Assign all leads to a partner channel manager to validate the lead data and manually assign to partners
B. Use the lead score on the find duplicate button and assign the leads with a score in the high category
C. Create multiple validation rules to ensure that all fields on Lead records are populated with data
D. Create a custom lead score field to access lead quality and assign the leads that exceeds this score to partners

Ans: D

10) Universal Containers wants to restrict access to Accounts and Contacts. All the users should able to access all the accounts, but only edit the accounts they own. Users should be able to edit only the contacts for the accounts they own.
To meet these requirements, what should the OWD access for Accounts and Contacts be?

A. Set Account to public read-only and Contacts to private
B. Set Account to private and Contact to private
C. Set Account to private and Contacts to controlled by parent
D. Set Account to public read-only and Contacts to controlled by parent

Ans: D

11) UC has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales Management wishes to use salesforce to automate repeat opportunities.
Which solution should a consultant recommend to meet this requirement?

A. Develop an apex trigger for repeat accounts that inserts a copy of an opportunity for the sales rep when it reaches the closed/won stage
B. Configure a workflow rule for repeat accounts that sends a reminder task to the sales rep to create a new opportunity when it reaches the closed/won stage
C. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales rep when it reaches the closed/won stage
D. Developer an apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for the repeat account when it reaches the closed/won stage

Ans: A

12) Universal Containers wants to integrate a sales cloud solution with its accounting team system. Which standard objects are likely to be used in the integration?

A. Accounts, contacts and contracts
B. Accounts, leads and opportunity
C. Accounts, cases and leads
D. Account, Contacts and leads

Ans: A

13) Universal Containers 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 them 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

Ans: C

14) Universal Containers wants to prevent sales user from modifying certain opportunity fields when the sales stage has reached Negotiation/Review. However sales directors must able to edit these fields in case last minute updates are required.
Which solution should a consultant recommended?

A. Create a Workflow Rule to enable field access for the sales directors based on sales stage
B. Modify the profile for sales directors to enable the "Modify All" object permission for the opportunities
C. Create a validation rule to enforce field access based on the sales stage and profile
D. Change the field label security for the sales rep to restrict fields access based on the sales stage

Ans: C

15) Universal Containers Credit department uses a 3rd party application for credit ratings. Credit department managers need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object.
What should a consultant recommended to meet these requirement?

A. Create the workflow rule to launch the product fulfilment application and pass the credit Id
B. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id
C. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id
D. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id

Ans: C

16) Universal Containers allows its Sales Rep to negotiate up to a 5% discount for their opportunities. Discounts more than 5% must be sent to their Regional Sale Manager (RSM) for their approval. Discounts greater than 15% must also be sent to the Regional Vice President (RVP) for their approval.
What should a consultant recommended to meet these requirement?

- **A. Configure a workflow approval task and email to RSM and RVP**
- **B. Configure an approval process for the RSM and workflow for the RVP**
- **C. Create two step approval processes for the RSM and RVP as approvers**
- **D. Create two approval processes one for RSM and one for RVP**

Ans: C

17 A premier customer for Universal Software needs access to confidential product roadmap information.
To securely send this information using content delivery, what step should a sales representative take?
Choose 2 answers

- **A. Remove access to the content after a specified date**
- **B. Require the customer to enter a password to view the content**
- **C. Require the customer to enter a security token to download the content**
- **D. Require the recipient to log into Salesforce to access the content**

Ans: A,B

18 Universal Containers has set the organization-wide defaults to public read-only on Accounts, Contacts, and Opportunities. Activities are set to be controlled by the parent. The ABC Corporation Account is owned by a sales user whose Profile grants create, read, edit, and delete access to Accounts, Contacts, and Opportunities.
Based on this information, the owner of the ABC Corporation account record has the right to take which actions?
Choose 2 answers

- A. View, edit, and delete related contacts and opportunities owned by other users
- B. Share the account with other users through manual sharing and account teams
- C. Transfer ownership of related contacts and opportunities owned by other users
- D. View, edit, and delete activities owned by other users directly related to the account

Ans: BC – BD(Correct)

19 The finance department UC is noticing a decline in profitability, which they attribute to an excessive number of discounts on opportunities.
What can the finance department do to monitor and control opportunity discounting?
Choose 2 answers

- **A. Limit the number of discounted products that can be added to an opportunity**
- **B. Run a report on opportunities showing list price and discounted price**
- **C. Create a custom roll-up field to calculate the average product discount for each customer**
- **D. Ensure that sales management approves discount requests for each opportunity**

Ans: B, D

20 Universal Finance has two sales divisions. Sales Division A's customers are individuals; Sales Division B's customers are businesses. Each division's sales representatives have their own user profiles, and person accounts are enabled. Sales Division B's sales representatives should not be able to create person accounts; they should only be able to create business accounts.

What solution should a consultant recommended to meet these requirements?

A. Remove person account record types from the Division B's sales representative user profile
B. Check the "disable person accounts" permission on the Division B's sales representative user profile
C. Use Divisions to hide person accounts from the Division B's sales representative user profile
D. Use field-level security to hide the "Is Person Account" Checkbox from the Division B's sales representative user profile

Ans: A

21 Universal Containers North American and European sales teams have different business requirements related to creating new of opportunities in Salesforce. As a result, each team must complete a set of geographically-specific fields relevant only to their team as well as common fields that both teams complete. Additionally, each team should NOT be able to report on the others region-specific fields.
What solution should a consultant recommend to satisfy this scenario?

A. Utilize Visualforce to build an opportunity page that dynamically checks the users region to determine which fields to display
B. Create separate page layouts and record types for each of the regional sales teams
C. Build a custom object with private sharing to capture the additional fields as a separate record
D. Implement field-level security to allow access to fields for the respective regional sales teams

Ans: D

22 Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities.
What should a consultant recommend to meet this requirement?

A. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat a accounts when it reaches the closed/won stage
B. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches the closed/won stage
C. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches the closed/won stage
D. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches the closed/won stage

Ans: D

23 The sales management team at Universal Containers wants to monitor the progress of high-value sales deals and enable collaboration with cross-functional teams to help remove any obstacles.
Which feature should a consultant recommend to meet these requirements?
Choose 2 answers:

A. Enable Big Deal Alerts
B. Enable Chatter feed on similar opportunities
C. Allow Chatter feed tracking on opportunities
D. Use opportunity update reminders

Ans: AB

24 Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four Opportunities for the current quarter that are detailed below:

- **$3,500 opportunity in the Best Case forecast categc4**
- **$2,000 opportunity in the Commit forecast category**
- **$1,000 opportunity that has been dosed/won**
- **$1,000 opportunity that has been lost**

What is the sales representatives Best Case forecast for the current quarter?

A. **$6,500**
B. **$2,000**
C. **$5,500**
D. **$3,500**

Ans: A

25 Universal Containers uses a seven-step selling methodology. Each sales stage corresponds with a step in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to the forecast.

What should a consultant recommend for this scenario?
Choose 2 answers

A. **Instruct sales users to enter SO for the opportunity amount**
B. **Override the forecast to be $O for first stage opportunities**
C. **Assign 0% probability to the first sales stage**
D. **Configure the first stage with the omitted forecast category**

Ans: CD

26 Universal Containers has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child accounts.

How can the sales representative provide this access?

A. **Add the user to each child account team; visibility will then roll up to the parent account**
B. **Add the user to a public group for that account and share all child accounts to this group**
C. **Add the user to the account team on the parent account; the child accounts will inherit access**
D. **Add the user manually to the parent account team and each of the child account teams**

Ans: D

27 Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect.

What steps should a consultant recommend in this scenario?

A. **Create both account and contact records, then associate the contacts to the campaign**
B. **Create a campaign, associate the leads to the campaign, and qualify the respondents**
C. **Create leads, convert them to opportunities, and qualify the respondents on the opportunities**
D. **Create a campaign, qualify the respondents, and create accounts and contacts**

Ans: B

28 Universal Containers marketing department runs many concurrent campaigns. It has specified that the influence timeframe for a Campaign is 60 days.

When a Contact is associated to an Opportunity as a Contact Role, what is the impact on the Campaign Influence for the Opportunity?

A. **Campaigns in which a contact became a member within the last 60 days will be added to the Campaign Influence related list**
B. **Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list**
C. **All contacts associated with campaigns will be added to the campaign influence related list**
D. **All campaigns created within the last 60 days will be added to the campaign influence related list**

Ans: A

29 Universal Containers has a private sharing model. Sales representatives own Accounts and would like to collaborate with relevant people from other departments (e.g. Marketing and product management). The role hierarchy has separate branches for each department to facilitate reporting.

What should a consultant recommend to ensure collaborating team members can report on and access relevant data in Salesforce?

Choose 2 answers

A. **Use account team to share records to relevant people**
B. **Use Chatter to share records with relevant people**
C. **Use manual sharing on account to share specific records**
D. **Use opportunity team to share records with relevant people**

Ans: A, C

30 Sales representatives at Universal Containers log Activities on Accounts, Contacts, and Opportunities. The sales manager wants to create a report to see all Activates on all of the Accounts that the manager owns, including Activities on Contacts and Opportunities.

Which report should be recommended to the sales manager?

A. **Activities report on accounts the manager owns**
B. **Activities report on accounts, contacts, and opportunities the manager owns**
C. **Activities report on accounts and contacts the manager owns**
D. **Activates report on accounts and opportunities the manager owns**

Ans: B

31 Universal Containers wants to restrict access to Accounts and Contacts. All users should be able to see all Accounts, but only edit the Accounts they own. Users should be able to edit only the Contacts for the Accounts they own.

To meet these requirements, what should be the organization-wide default access for accounts and contacts?

A. **Set accounts to private and contacts to private**
B. **Set accounts to public read-only and contacts to private**
C. Set accounts to public read-only and contacts to controlled by parent
D. **Set accounts to private and contacts to controlled by parent**

Ans:C

32 A Sales Cloud implementation at Universal Containers requires a global design that involves multi-currency, multi-language, region specific sales processes and workflows.

Which factor is important for optimizing user adoption?

Choose 2 answers

A. **Employing realistic training data in the corporate standard currency**
B. **Developing only a standardized, global training curriculum for all users**
C. **Customizing the training curriculum for each specific region**
D. **Communicating the training plan well in advance of training start date**

Ans: C,D

33 Universal Containers uses contracts in Salesforce to record fixed pricing structures from dosed/won opportunities. The contracts expire throughout the year. To ensure the company is not missing Potential renewal revenue, sales management wants to implement the following Process.

- ⇨ 30 days before a contract is due to expire, a lead is automatically created with contract renewal as the source.
- ⇨ All leads go to a pre-sales team who qualify and convert them to opportunities.
- ⇨ When leads are converted to opportunities and closed/won, an alert is sent to the account team.

What features of Salesforce should a consultant use to meet this requirement?

A. Workflow, reports, queues, and lead assignment
B. Apex, workflow, lead assignment, and queues
C. Lead assignment, Apex, and opportunity assignment
D. Reports, data loader, queues, and opportunities

Ans: B

From Tara

34. Joe – an Manager , is the Lead owner , He has shared record with one of the group which he calls as "Joe's Team" , So now he and his Team have all the access to Leads.
Once Joe convert Leads to Account and Contact? What will be correct from below #

A. Joe and his Team both will have full access to Account and Contact records.
B. Only Joe will have full access to Account and Contact records.
C. Joe will have full access and his team will have read-only access on Account and Contact.
D. -------

Ans: B – Owner will have access to Account and Contact

35. What will Work.com do?
A. Feedback can be given private and public.
B. Goals will be shown in reports to Employees / Reps
Will be direct question on Work.com features (Just refer short video on work.com from Partner Portal)

Ans: A and B

36. There is a New custom field on Lead which is required on Account and Contact record , once Lead gets converted. What is the best way to do it?

A. Create Custom field on Contact , Configure Map and match Lead custom field to the newly created field , Create formula field on Account from Contact and populate the value there.
B. Create custom fields with the same name on Contact, Account and lead conversion will populate the fields.
C. Create Custom Field on Account, Configure Map and match Lead custom field to the newly created field , Create formula field on Contact from Account and populate the value there.
D. Create Custom Fields on Account , Contact . write an Apex Trigger to populate values in the Account and Contact.
Ans: C

From Bala

37. Universal Container has its sales representative enter a new lead whenever they are prospecting a new customer, when qualify the new lead, a new opportunity must be created to track the deal. What would a consultant recommend to enforce data quality and accuracy?

Chose 3

a) Create validation rule on lead
b) Enable lead conversion processes.
c) Map lead fields to corresponding opportunity field
d) create an apex trigger to perform data quality check.
e) Create validation rule on opportunity

Ans: ABC

38. Sales representatives and partners of Universal Containers constantly complain about the poor quality of lead data. Leads are owned by the Vice President of Marketing, who has established a task force and a project to remedy the situation. Which approach should the task force consider to improve and maintain the quality of lead data?

Chooe 2

a) Use tools like the Lead Import wizard to identify and remove duplicates.
b) Import the lead data using the Find Duplicates wizard on the lead object.
c) Use Data.com to clean the existing lead data and new data going forward.
d) Create a workflow notification when leads are created with poor Quality data

Ans: AC

39. The marketing Manager at UC wants to leverage the power of sales cloud to support the sales following requirement:

- **monitor website traffic**
- **Email 1200 leads per day**
- **capture customer satisfaction survey result on a web form**
- **Understand (report) the case of marketing exercise vs sales activity**

What should a consultant recommend to meet this requirement?

a) use mass email, campaign web-to lead opportunity, report, and dashboard
b) Use mass email, campaign, campaign influence, web-to-lead, opportunity and report
c) Use community campaign, web-to-lead, opportunity and report and dashboard
d) Use AppExchange marketing app, campaign, web-to-lead, opportunity and report

Ans: D

From Anil

40. when a lead is created and the follow up has not been done even after 24 hours. what should a consultant recommend for this.

a. workflow email time dependent
b. lead escalation rule.

Ans: A

41. work.com sales manager to help sales rep in increasing sales ?

a. coaching plans to drive sales
b. coaching feedback
c. coaching feeds

Ans: AB

42. The Cusumer account has increasing the contacts to 60000 and getting errors.
what should a consultant recommend to streamline the process

a. make sure each account has 10000 contacts
b. Account assignment
c. enable person account and add the contacts to accounts
d. creating an index

Ans: CD

43. sales rep wants to see the each account statistics in the salesforce1 mobile app

a. embed a chart in account layout and custom link to filter by account
b. embed a chart in the account layout , no need of other customizations
c. create a visual force page and add chart to that.

Ans: B

44. a sales rep has forcasted $25000 pipeline and sent for the review to the vp . vp has reviewed and noticed $ 15000 has not included in the pipeline.

a. $15000 in to bussines as lost and omitted from the forecast
b. $15000 into business , commit and excluded from the forecast
c. $ 15000 in to business , best case category and excluded from the forecast
d. $ 15000 in to business , new open not included in the

Ans: D

45. create report on forecast by product family and quotas?

Ans : don't remember the options

46. when multiple curreincies are enabled what other features also enables

a. to select currency field on the opportunity
b. selected currency will show in amount converted Field
c. selected currency will show in amount field
d.

Ans: AB

48. sales reps want give access of leads created to partners to view and update the leads?
Ans : don't remember the options and the answer.

49. How to give access to particluar reports and list views to partners?
ans : Create the appropriate list view and report folder, and share with all partner users.

50. customer has oreder 5 widgets and the sales rep has created order and also shipped to the customer , after a week customer has returned one widget.
what should a consultant recommend ?

Ans : reduction order creation -- correct

51. universal container wants to give one year product maintennace , and wants an alert before 60 days of the expiration of the product.here sales rep is creating manually the product line item and a alert before 60 days of an expiration.

What should a consultant recommend to streamline the process.?

Ans :use app exchange app or create a trigger

52. universal container want to transfer their campaign and email management legacy system to salesforce and want to transfer all email documents and templates

a. Using change sets and force.com ide.
b. enable email to salesforce and import wizard to transfer.
c. enable email to salesforce before transfering the email templates.
d. recreate the templates in the salesforce system

Ans: D

53. UC Sales team want to track another business information in their already implemented sales cloud which needs to available to the sales representative :

a. Create 2 custom fields at Lead, Account and Opportunity level and do the mappings for lead conversion process.
b. Create custom fields at Lead and Account level and do their mapping for lead conversion process and use the custom formula field at account level to fetch the additional info from Opportunity level.
c. Create custom fields at Lead and Opportunity level and do their mapping for lead conversion process and use the custom formula field at account level to fetch the additional info from Opportunity level.

d. Create custom fields at Lead and Account level and do their mapping for lead conversion process and use the custom formula field at opportunity level to fetch the additional info from Opportunity level.

Ans: b

==

1. Question related to the capabilities of Data.com ?
2. Question related to the work.com ?
3. Question related to the capabilities of Data loader ?
4. Questions of Lead conversion process:
   i. UC Sales team want to track another business information in their already implemented sales cloud which needs to available to the sales representative :
      a. Create 2 custom fields at Lead, Account and Opportunity level and do the mappings for lead conversion process.
      b. Create custom fields at Lead and Account level and do their mapping for lead conversion process and use the custom formula field at account level to fetch the additional info from Opportunity level.
      c. Create custom fields at Lead and Opportunity level and do their mapping for lead conversion process and use the custom formula field at account level to fetch the additional info from Opportunity level.
      d. Create custom fields at Lead and Account level and do their mapping for lead conversion process and use the custom formula field at opportunity level to fetch the additional info from Opportunity level.

   ii. Joe – an Manager , is the Lead owner , He has shared record with one of the group which he calls as "Joe's Team" , so now he and his Team have all the access to Leads. Once Joe convert Leads to Account and Contact? What will be correct from below:

      a. Joe and his Team both will have full access to Account and Contact records.
      b. Only Joe will have full access to Account and Contact records.
      c. Joe will have full access and his team will have read-only access on Account and Contact.

1. **When enabling multiple currencies what feature is enabled on all opportunity? 2 ANS**
    a. User's defaults currency overrides the specified opportunity currency
    b. the selected currency is used for the Amount (Converted) field
    c. the selected currency is used for the Amount field
    d. Currency must be specified for the opportunity

Ans.. I think it should be B, D

2. **UC representative wants to see forecast amount by all sales representative and by multiple product group. What would a consultant recommend to meet these requirement? 2 Ans**
    a. Create a forecast list view by product family groups
    b. Build a custom forecast report showing product group
    c. Implement collaborative forecast with quota alignment (....)
    d. implement collaborative forecast with product family

3. **UC needs to show a dashboard with forecast by product family with quotas. What solution should consultant recommend?**
    a. Customize Quotas with product report and add necessary field
    b. Create custom report type with forecasting quotas and forecasting leads (...)
    c. Create custom report with closed opportunity, forecasting leads (...) and quotas
    d. Create an analytical snapshot to capture the opportunity forecast

4. **Customer at UC needs access to report in the partner community to help manage their opportunities. How salesforce should be designed to pre seller the correct level of access to report.**
    a. create a chatter group that allows partner to post item appropriate list view and report
    b. create an opportunity list view and report folder, and share with all partner users
    c. Create an opportunity list view and report folder in the partner communities for all partners
    d. create a new tab in the partn er communities to display the appropriate list view and report folder

Ans : It should be B Or C. How these two options are different??
(It should be a Partner User not Partner)

5. **UC Credit department uses the 3rd party application for credit ratings. Credit department manager need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object. What should a consultant recommended to meet these requirement?**

a. Create the workflow rule to launch the product fulfilment application and pass the credit Id.
b. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id.
c. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id.
d. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id.

Ans:-> I think it should be C. –Correct.

6. **Universal Containers has launched an initiative to increase the number of leads being qualified each week, the number of activities being created for each opportunity, and the opportunity win rate. The Vice President (VP) of Sales would like to receive a daily update on the progress being made towards these goals. What solution should a consultant recommend to accomplish this?**
   a. Build three reports for the lead, activity, and opportunity information; add them to a dashboard to be emailed daily to the VP of Sales.
   b. Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter.
   c. Build a joined report to show the lead, Activity and Opportunity information, scheduled it to email daily to VP of sales.
   d. Build three reports for the lead, activity, and opportunity information; have them automatically refreshed daily.
7. **Sales representatives at Universal Containers log activates on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activates on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?**
   a. Activities report on accounts the manager owns
   b. Activities report on accounts, contacts, and opportunities the manager owns
   c. Activities report on accounts and contacts the manager owns
   d. Activates report on accounts and opportunities the manager owns
8. **Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process. What solution should a consultant recommend to meet these requirements? Choose 2 answers**
   a. Define sales processes to map to each opportunity record type.
   b. Configure opportunity record types for each sales process.
   c. Create sales stages that align with opportunity record types.
   d. Define the default opportunity teams for each opportunity record type.

   Ans:
9.

Universal Containers uses a seven step selling methodology. Each sales stage corresponds with in

the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to the forecast. What should the consultant recommend for this scenario? Choose 2 answers.

a. Instruct sales users to enter $0 for the opportunity amount.
b. Override the forecast to be $0 for the first stage opportunities.
c. Assign 0% probability to the first sales stage.
d. Configure the first stage with the omitted forecast category.

Ans-> D is correct .. But I think C is not right answer. 0% probability does not mean it will be excluded from forecast.

10. **Universal Containers has set the organization-wide defaults to public read-only on Accounts, Contacts, and Opportunities. Activities are set to be controlled by the parent. The ABC Corporation Account is owned by a sales user whose Profile grants create, read, edit, and delete access to Accounts, Contacts, and Opportunities.**

    Based on this information, the owner of the ABC Corporation account record has the right to take which actions?

    Choose 2 answers

    a. View, edit, and delete related contacts and opportunities owned by other users
    b. Share the account with other users through manual sharing and account teams
    c. Transfer ownership of related contacts and opportunities owned by other users
    d. View, edit, and delete activities owned by other users directly related to the account
    e.

11. **The shipping department at Universal Containers is responsible for sending product samples as part of the sales process. When an opportunity moves to the "sampling" stage, Universal Containers wants an automatic email to be sent to the shipping department listing the products on the opportunity.**

How cart this requirement be met using a workflow email?

a. Create it on the opportunity using an HTML email template
b. Create it on the opportunity product using an HTML email template
c. Create it on the opportunity using a Visualforce email template
d. Create it on the opportunity product using a Visualforce email template

Ans-> I think it should be C (From the Opportunity we can Get al the Products Related List)

12. **Universal Containers collaborates with consulting partners on some of its opportunities. A partner account is added to the partner's related list on a customer opportunity.**

    What is the impact?

    a. Contacts from the partner account are added to the opportunity team

b. The partner account is added to the partner's related list on the customer account
c. The partner account owner is able to view all contacts for that customer account
d. Contacts from the partner account are added to the contact roles related list on the opportunity

13. **Universal Containers manages its sales pipeline using Salesforce. However, when an opportunity moves to the closed list stage, the company would like to enforce that the expected revenue value be SO in reports.**

    Which solution should a consultant recommended to meet this requirement?

    - Define a workflow rule to set the forecast category to omitted when the opportunity stage is closed/lost.
    - Define a workflow rule to set the expected revenue field to $O when the opportunity stage is closed/lost.
    - Create a validation rule to verify that the forecast probability for dosed/lost opportunities is 0%.
    - Create a dependency between stage and forecast category to enforce the omitted value for closed/lost stages.

    Ans -> I think it should be C.(Validation rules only for Preventing the bad data inserting,It's a Automation process so)

14. **Universal Containers has a private sharing model and wants the ability to share documents related to an opportunity, such as contracts and proposals, with the field sales team.**

    How can the documents be shared efficiently and securely?

    - The documents should be uploaded to chatter files and shared with the field sales organization.
    - The documents should be uploaded to chatter files from the opportunity record.
    - The documents should be emailed to the sales team on the opportunity record.
    - The documents should be uploaded to a library that is shared with the field sales organization

Ans -> I thinks it should be D

15. **Historically, Universal Containers has sold to shipping department contacts within its customer and prospect accounts. It recently launched a new product line that will appeal to operations department contacts.**

    What data enrichment can Data.com provide Universal Containers to expand its sales network?

    Choose 2 answers

- Append qualification scores to operations leads
- Add operations leads and opportunities
- Add operations contacts to accounts
- Add new operations prospect accounts

16. **Universal Containers shares specific accounts with its partners and is considering the use of Salesforce to Salesforce to increase visibility and collaboration for deals managed through its partner channel. The company's key partners also currently use Salesforce.**

    What should be considered for this implementation?

    Choose 2 answers

    - Partners can create and share opportunities associated to shared accounts.
    - Partners will be able to see all Chatter feeds on shared opportunities.
    - Universal Containers can report on shared opportunities managed by partners.
    - Partners can see all opportunities created by Universal Containers on shared accounts.

17. **Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect.**

    What steps should a consultant recommend in this scenario?

    - Create both account and contact records, then associate the contacts to the campaign.
    - Create a campaign, associate the leads to the campaign, and qualify the respondents.
    - Create leads, convert them to opportunities, and qualify the respondents on the opportunities.
    - Create a campaign, qualify the respondents, and create accounts and contacts.

19. **The sales teams at Universal Containers need to track partner relationships for each customer account. There can be many partners related to each customer account. Additionally, the**

following partner-to-customer relationship information needs to be tracked: Role of each partner • Support product category of each partner • Next step of each partner

What should a consultant recommend to meet this requirement?

- Create a custom object for Partner relationships.
- Create partner custom fields on account.
- Use partner role functionality.
- Add partners to each customer account team.

Ans:A

20. Universal Containers 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 relationships in Salesforce?

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

Unique Questions which I got:

17) What feature should a consultant recommend to implement custom branding, collaboration using Chatter and custom layouts?
    a)salesforce1
    b)chatter for mobile
    c) mobile touch
    d) mobile classic
18) At what scenarios, can we implement Salescloud console?(choose 2)
    d) When Sales Rep wants to add activities for opportunities in single page layout.
    e) When Sales Rep adds contacts to Campaigns
    f) During Case escalations.

19) What do we need to configure in salesforce to automatically create Activities for opportunities whenever we get the mail in company-provided or third party email account?
    a. Contact salesforce to activate Email to Salesforce.
    b. **Ask administrator to activate Email- to- Salesforce**.
    c. Activate salesforce for outlook.
    d. Activate Connect for Salesforce.
20) The company has 10k accounts with 50k contacts. The SM wants to run a new campaign with this. But he is not sure whether the contacts are still in the same organization. What can a consultant suggest?
    a. Send Stay-in-touch request to all contacts
    b. Send emails to them individually and wait for the respond.
    c. Use data cleansing tool
    d. Use Data.com
21) The organization is selling the new product with 1 year maintenance warranty. Whenever the opportunity is closed/won, an asset need be created for that opportunity to track the maintenance service? (this is more of service cloud question)
    a. Use apex trigger to create an asset whenever the opportunity is closed-won.
    b. Use assignment rules
22) <<Consecutive 4 questions from Partner Community. I could not remember those questions, as I skipped them>>
23) Universal Containers wants to migrate accounts from a legacy system into Salesforce. The client wants the unique Account Ids for the account records in the legacy system to be imported into the salesforce to allow quality control comparison to be conducted after the migration is completed and facilitate future integration.
    What solution the consultants recommend to meet this requirement?
    E. Create a custom External Id in salesforce and migrate the legacy system Account Id into this
    F. Create a custom External Id in salesforce and migrate the current Account Id into this
    G. Use the standard External Id in salesforce and migrate the legacy system Account Id into this
    H. Use the standard External Id in salesforce and migrate the current Account Id into this

Existing Questions which I got:

24) Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process.
What solution should a consultant recommend to meet these requirements?
Choose 2 answers
E. Define sales processes to map to each opportunity record type
F. Configure opportunity record types for each sales process
G. Create sales stages that align with opportunity record types
H. Define the default opportunity teams for each opportunity record type

25) Universal Containers does not have a direct sales Team, its channel partner responsible for selling and servicing Products. Over the past quarter, there has been an increased volume of leads. However the vice president of the channels has been receiving the many complaints from the partner on the poor quality of leads and has noticed a significant drop in the lead conversion rate.
What should a consultant recommend to improve partner satisfaction with the Leads being shared?
E. Assign all leads to a partner channel manager to validate the lead data and manually assign to partners
F. Use the lead score on the find duplicate button and assign the leads with a score in the high category
G. Create multiple validation rules to ensure that all fields on Lead records are populated with data
H. Create a custom lead score field to access lead quality and assign the leads that exceeds this score to partners

26) Universal Containers wants to restrict access to Accounts and Contacts. All the users should able to access all the accounts, but only edit the accounts they own. Users should be able to edit only the contacts for the accounts they own.
To meet these requirements, what should the OWD access for Accounts and Contacts be?
- **E. Set Account to public read-only and Contacts to private**
- **F. Set Account to private and Contact to private**
- **G. Set Account to private and Contacts to controlled by parent**
- **H. Set Account to public read-only and Contacts to controlled by parent**

27) UC has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales Management wishes to use salesforce to automate repeat opportunities.
Which solution should a consultant recommend to meet this requirement?
- **E. Develop an apex trigger for repeat accounts that inserts a copy of an opportunity for the sales rep when it reaches the closed/won stage**
- **F. Configure a workflow rule for repeat accounts that sends a reminder task to the sales rep to create a new opportunity when it reaches the closed/won stage**
- **G. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales rep when it reaches the closed/won stage**

H. Developer an apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for the repeat account when it reaches the closed/won stage

28) Universal Containers wants to integrate a sales cloud solution with its accounting team system. Which standard objects are likely to be used in the integration?

E. Accounts, contacts and contracts
F. Accounts, leads and opportunity
G. Accounts, cases and leads
H. Account, Contacts and leads

29) Universal Containers 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?

E. Define the social network fields and enabled them for account, contacts and leads
F. Create custom fields that hold URL links to the social profile of accounts, contacts and leads
G. Enable social Accounts and Contacts to link records to social profiles
H. Enable the salesforce to Social network API connection to sync records

30) Universal Containers wants to prevent sales user from modifying certain opportunity fields when the sales stage has reached Negotiation/Review. However sales directors must able to edit these fields in case last minute updates are required.
Which solution should a consultant recommended?

E. Create a Workflow Rule to enable field access for the sales directors based on sales stage
F. Modify the profile for sales directors to enable the "Modify All" object permission for the opportunities
G. Create a validation rule to enforce field access based on the sales stage and profile
H. Change the field label security for the sales rep to restrict fields access based on the sales stage

31) Universal Containers Credit department uses a 3rd party application for credit ratings. Credit department managers need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object.
What should a consultant recommended to meet these requirement?

E. Create the workflow rule to launch the product fulfilment application and pass the credit Id
F. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id
G. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id
H. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id

32) Universal Containers allows its Sales Rep to negotiate up to a 5% discount for their opportunities. Discounts more than 5% must be sent to their Regional Sale Manager (RSM) for their approval. Discounts greater than 15% must also be sent to the Regional Vice President (RVP) for their approval.
What should a consultant recommended to meet these requirement?

E. Configure a workflow approval task and email to RSM and RVP
F. Configure an approval process for the RSM and workflow for the RVP
G. Create two step approval processes for the RSM and RVP as approvers
H. Create two approval processes one for RSM and one for RVP

24 A premier customer for Universal Software needs access to confidential product roadmap information.
To securely send this information using content delivery, what step should a sales representative take?
Choose 2 answers

E. Remove access to the content after a specified date
F. Require the customer to enter a password to view the content
G. Require the customer to enter a security token to download the content
H. Require the recipient to log into Salesforce to access the content

25 Universal Containers has set the organization-wide defaults to public read-only on Accounts, Contacts, and Opportunities. Activities are set to be controlled by the parent. The ABC Corporation Account is owned by a sales user whose Profile grants create, read, edit, and delete access to Accounts, Contacts, and Opportunities.
Based on this information, the owner of the ABC Corporation account record has the right to take which actions?
Choose 2 answers

E. View, edit, and delete related contacts and opportunities owned by other users
F. Share the account with other users through manual sharing and account teams
G. Transfer ownership of related contacts and opportunities owned by other users
H. View, edit, and delete activities owned by other users directly related to the account

26) The finance department UC is noticing a decline in profitability, which they attribute to an excessive number of discounts on opportunities.
What can the finance department do to monitor and control opportunity discounting?
Choose 2 answers

E. Limit the number of discounted products that can be added to an opportunity
F. Run a report on opportunities showing list price and discounted price
G. Create a custom roll-up field to calculate the average product discount for each customer
H. Ensure that sales management approves discount requests for each opportunity

27 Universal Finance has two sales divisions. Sales Division A's customers are individuals; Sales Division B's customers are businesses. Each division's sales representatives have their own user profiles, and person accounts are enabled. Sales Division B's sales representatives should not be able to create person accounts; they should only be able to create business accounts.
What solution should a consultant recommended to meet these requirements?

E. Remove person account record types from the Division B's sales representative user profile
F. Check the "disable person accounts" permission on the Division B's sales representative user profile
G. Use Divisions to hide person accounts from the Division B's sales representative user profile
H. Use field-level security to hide the "Is Person Account" Checkbox from the Division B's sales representative user profile

28 Universal Containers North American and European sales teams have different business requirements related to creating new of opportunities in Salesforce. As a result, each team must complete a set of geographically-specific fields relevant only to their team as well as common fields that both teams complete. Additionally, each team should NOT be able to report on the others region-specific fields.
What solution should a consultant recommend to satisfy this scenario?

E. Utilize Visualforce to build an opportunity page that dynamically checks the users region to determine which fields to display
F. Create separate page layouts and record types for each of the regional sales teams
G. Build a custom object with private sharing to capture the additional fields as a separate record
H. Implement field-level security to allow access to fields for the respective regional sales teams

29 Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities.
What should a consultant recommend to meet this requirement?

E. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat a accounts when it reaches the closed/won stage
F. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches the closed/won stage
G. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches the closed/won stage

H. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches the closed/won stage

30 The sales management team at Universal Containers wants to monitor the progress of high-value sales deals and enable collaboration with cross-functional teams to help remove any obstacles.

Which feature should a consultant recommend to meet these requirements?

Choose 2 answers:

E. Enable Big Deal Alerts
F. Enable Chatter feed on similar opportunities
G. Allow Chatter feed tracking on opportunities
H. Use opportunity update reminders

24 Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four Opportunities for the current quarter that are detailed below:

- $3,500 opportunity in the Best Case forecast categc4
- $2,000 opportunity in the Commit forecast category
- $1,000 opportunity that has been dosed/won
- $1,000 opportunity that has been lost

What is the sales representatives Best Case forecast for the current quarter?

E. $6,500
F. $2,000
G. $5,500
H. $3,500

25 Universal Containers uses a seven-step selling methodology. Each sales stage corresponds with a step in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to the forecast.

What should a consultant recommend for this scenario?

Choose 2 answers

E. Instruct sales users to enter SO for the opportunity amount
F. Override the forecast to be $O for first stage opportunities
G. Assign 0% probability to the first sales stage
H. Configure the first stage with the omitted forecast category
I.

26 Universal Containers has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child accounts.

How can the sales representative provide this access?

E. Add the user to each child account team; visibility will then roll up to the parent account
F. Add the user to a public group for that account and share all child accounts to this group
G. Add the user to the account team on the parent account; the child accounts will inherit access
H. Add the user manually to the parent account team and each of the child account teams

26

27 Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect.

What steps should a consultant recommend in this scenario?

E. Create both account and contact records, then associate the contacts to the campaign
F. Create a campaign, associate the leads to the campaign, and qualify the respondents

G. Create leads, convert them to opportunities, and qualify the respondents on the opportunities
H. Create a campaign, qualify the respondents, and create accounts and contacts

28 Universal Containers marketing department runs many concurrent campaigns. It has specified that the influence timeframe for a Campaign is 60 days.

When a Contact is associated to an Opportunity as a Contact Role, what is the impact on the Campaign Influence for the Opportunity?

E. Campaigns in which a contact became a member within the last 60 days will be added to the Campaign Influence related list
F. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list
G. All contacts associated with campaigns will be added to the campaign influence related list
H. All campaigns created within the last 60 days will be added to the campaign influence related list

29 Universal Containers has a private sharing model. Sales representatives own Accounts and would like to collaborate with relevant people from other departments (e.g. Marketing and product management). The role hierarchy has separate branches for each department to facilitate reporting.

What should a consultant recommend to ensure collaborating team members can report on and access relevant data in Salesforce?
Choose 2 answers

E. Use account team to share records to relevant people
F. Use Chatter to share records with relevant people
G. Use manual sharing on account to share specific records
H. Use opportunity team to share records with relevant people

30 Sales representatives at Universal Containers log Activities on Accounts, Contacts, and Opportunities. The sales manager wants to create a report to see all Activates on all of the Accounts that the manager owns, including Activities on Contacts and Opportunities.

Which report should be recommended to the sales manager?

E. Activities report on accounts the manager owns
F. Activities report on accounts, contacts, and opportunities the manager owns
G. Activities report on accounts and contacts the manager owns
H. Activates report on accounts and opportunities the manager owns

31 Universal Containers wants to restrict access to Accounts and Contacts. All users should be able to see all Accounts, but only edit the Accounts they own. Users should be able to edit only the Contacts for the Accounts they own.

To meet these requirements, what should be the organization-wide default access for accounts and contacts?

E. Set accounts to private and contacts to private
F. Set accounts to public read-only and contacts to private
G. Set accounts to public read-only and contacts to controlled by parent
H. Set accounts to private and contacts to controlled by parent

32 A Sales Cloud implementation at Universal Containers requires a global design that involves multi-currency, multi-language, region specific sales processes and workflows.

Which factor is important for optimizing user adoption?
Choose 2 answers

- **E. Employing realistic training data in the corporate standard currency**
- **F. Developing only a standardized, global training curriculum for all users**
- **G. Customizing the training curriculum for each specific region**
- **H. Communicating the training plan well in advance of training start date**

33 Universal Containers uses contracts in Salesforce to record fixed pricing structures from dosed/won opportunities. The contracts expire throughout the year. To ensure the company is not missing Potential renewal revenue, sales management wants to implement the following Process.

- ⇨ 30 days before a contract is due to expire, a lead is automatically created with contract renewal as the source.
- ⇨ All leads go to a pre-sales team who qualify and convert them to opportunities.
- ⇨ When leads are converted to opportunities and closed/won, an alert is sent to the account team.

What features of Salesforce should a consultant use to meet this requirement?

- E. Workflow, reports, queues, and lead assignment
- F. Apex, workflow, lead assignment, and queues
- G. Lead assignment, Apex, and opportunity assignment
- H. Reports, data loader, queues, and opportunities

==

1. Universal Containers does not have a direct sales Team, its channel partner responsible for selling and servicing Products. Over the past quarter, there has been an increased volume of leads. However the vice president of the channels has been receiving the many complaints from the partner on the poor quality of leads and has noticed a significant drop in the lead conversion rate.
   What should a consultant recommend to improve partner satisfaction with the Leads being shared?
   - I. Assign all leads to a partner channel manager to validate the lead data and manually assign to partners
   - J. Use the lead score on the find duplicate button and assign the leads with a score in the high category
   - K. Create multiple validation rules to ensure that all fields on Lead records are populated with data
   - L. Create a custom lead score field to access lead quality and assign the leads that exceeds this score to partners

2. **Universal Containers would like to associate some Contacts with more than one Account (e.g. A Contact is an employee of one Account and on the boards of several other Accounts).**
   What solution should a consultant recommend to meet this requirement?
   - **A. Add the contacts to the partner related list on the second Account**
   - **B. Clone the contact record and add to the 2nd account**
   - **C. Associate the contact to other account using lookup field**
   - **D. Add the contact to the contacts role related list to the other account**

3. **Universal Containers would like to associate some Contacts with more than one Account (e.g. A Contact is an employee of one Account and on the boards of several other Accounts).**
   What solution should a consultant recommend to meet this requirement?
   - **E. Add the contacts to the partner related list on the second Account**
   - **F. Clone the contact record and add to the 2nd account**
   - **G. Associate the contact to other account using lookup field**
   - **H. Add the contact to the contacts role related list to the other account**

4. The sales management team at Universal Containers has noticed that opportunities are taking longer to close. Historically it has taken 30 days for a new opportunity to be moved to closed/won. Recently this period has increased to 45 days.
What analytic tool can the sales management team leverage to help determine the cause?
Choose two answers:
    A. Dashboard of opportunity stage duration
    B. Report on Campaign return on investment (ROI)
    C. Dashboard of month over month trend to lead conversion
    D. Report on the discount approval time for quotes

5. Universal Containers 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?
I. Define the social network fields and enabled them for account, contacts and leads
J. Create custom fields that hold URL links to the social profile of accounts, contacts and leads
K. Enable social Accounts and Contacts to link records to social profiles
L. Enable the salesforce to Social network API connection to sync records

6. Universal Containers is following a traditional waterfall project delivery methodology. The analysis phase is complete with the sign-off of the requirements
What action should a consultant take to minimize changes in scope during the design and build phase?
Choose two answers.
A. Map solution design documents to system test scripts
B. Obtain customer sign-off on the solution design
C. Update requirement based on the feedback of key stakeholders
D. Map business requirements to the solution requirements

7. Sales Management at Universal Containers would like to track the following information:
⇨ No. of open opportunities in the current quarter by the sales rep.
⇨ No. of closed opportunities in the last quarter by the sales rep.
What should a consultant recommended to meet these requirement?
    A. Create a joined Report
    B. Create a summary report with cross filter
    C. Create a dynamic dashboard
    D. Create an analytic snapshot

8. Universal Containers Credit department uses a 3rd party application for credit ratings. Credit department managers need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object.
What should a consultant recommended to meet these requirement?
    I. Create the workflow rule to launch the product fulfilment application and pass the credit Id
    J. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id
    K. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id

L. **Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id**

9. **Universal Containers allows its Sales Rep to negotiate up to a 5% discount for their opportunities. Discounts more than 5% must be sent to their Regional Sale Manager (RSM) for their approval. Discounts greater than 15% must be sent to the Regional Vice President (RVP) for their approval.**
   What should a consultant recommended to meet these requirement?
   I. **Configure a workflow approval task and email to RSM and RVP**
   J. **Configure an approval process for the RSM and workflow for the RVP**
   K. **Create two step approval processes for the RSM and RVP as approvers**
   L. **Create two approval processes one for RSM and one for RVP**

10. **Universal Containers sells product that require frequent collaboration with the same team of individuals who play a key role in closing deals. The lead sales rep determines the level of access for each of the collaborating team members on the opportunity.**
    What solution a consultant recommended to facilitate the collaboration of lead sales rep and team members?
    A. **Configure default opportunity teams for all the lead sales reps with team selling enabled**
    B. **Define sharing rule for each sales rep to assign appropriate access for all extended team members**
    C. **Enable Chatter to have the lead sales rep facilitate collaboration through sales team swarming**
    D. **Create public groups for extended team members and allows the sales rep to assign manual sharing on their opportunities**

11. **Universal Containers recently completed the implementation of a new sales cloud solution. The stakeholders committee believe that sales user adoption is the best measured by the number of daily logins.**
    What other measures of the sales user adoption should be considered?
    Choose two answers:
    A. **Overall effectiveness of mass email campaigns**
    B. **No of neglected opportunities over time by Role**
    C. **Completeness of records entered into the new system**
    D. **No of reports exported to excel for analysis**

12. Universal Containers has a public sharing model for accounts and uses the parent account field to create a multi-level account hierarchy. When viewing a parent account, the company would like to see the total value of open opportunities for all accounts in the hierarchy.
    What solution should a consultant recommend to meet this requirement?
    A. Define a workflow rule to update the custom field on the parent account with the total value of open opportunities from the child Accounts
    B. Use Apex to update a custom field on the parent account with the total value of open opportunities from the child accounts
    C. Create a roll-up summary field on the parent account showing the total value of open opportunities from the child accounts
    D. Create a link on the account that opens a report showing the total value of open opportunities for all accounts in the hierarchy

13. Universal Containers wants to track the Campaigns that influence won opportunities. Using standard functionality, what should a consultant recommend to meet this requirement? Choose 2 answers
    A. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date

B. Automatically add child campaigns of the primary campaign source if the child campaigns have an end date that falls before the opportunity close date

C. Have the administrator specify a timeframe that limits the time a campaign can influence an opportunity after the campaign first associated date and before the opportunity created date

D. Have representatives populate a field on the opportunity record with the dollar amount of the expected revenue from the campaigns that influenced the opportunity

14. Universal Containers wants to send out an email promotion on a monthly basis to a list of 50,000 leads.
What should a consultant recommend to meet this requirement?
A. Use the standard Salesforce mass email tool located on the leads tab
B. Create a lead assignment rule to send the email to the leads monthly
C. Use an email execution vendor to send emails for marketing campaigns
D. Create an email alert workflow rule to send the email to the leads monthly

15. Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption of the new solution.
What factors should be considered with the Sales Cloud deployment to help ensure adoption?
Choose 3 answers
A. Sales rep quota targets
B. Training in local language
C. Type of training delivered
D. Maintenance release schedule
E. Management communications

16. The members of an opportunity team at Universal Containers are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the most current quote.
How can the sales engineer identify the opportunity's latest quote?
A. Follow the Opportunity's quotes in Chatter
B. Reference synced quote history on the opportunity
C. Reference the last modified date on the quotes
D. Reference the synced quote field on the opportunity record

17. Sales management at Universal Containers is concerned that pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are closed/won.
Which solution will help sales management identify and address the issue?
Choose 2 answers
A. Run the opportunity pipeline standard report to view the upcoming opportunities by stage
B. Use a workflow rule to email sales management when the opportunity is created in the closed/won stage
C. Create a report that displays opportunities that have a closed date less than or equal to the created date
D. Create a workflow rule that automatically updates the opportunity to the first stage in the sales process

18. The shipping department at Universal Containers is responsible for sending product samples as part of the sales process. When an opportunity moves to the "sampling" stage, Universal Containers wants an automatic email to be sent to the shipping department listing the products on the opportunity.
How cart this requirement be met using a workflow email?
A. Create it on the opportunity using an HTML email template
B. Create it on the opportunity product using an HTML email template
C. Create it on the opportunity using a Visualforce email template
D. Create it on the opportunity product using a Visualforce email template

19. Universal Containers has enabled Social Accounts and Contacts. When a sales representative accesses a Contact within Salesforce, the representative is unable to see detailed information from the contact's Facebook profile (e.g. Contacts wall postings).
    What is preventing the sales representative from accessing detailed information on the contacts Facebook page?
    A. The fields configured by Universal Containers administrator on the contact page layout are missing
    B. Universal Contains must purchase the Facebook license to access public profile information for its users
    C. The link to the Facebook profile is not configured with the administrator password to access detailed information
    D. The Information shown is based on the sales representative's connection level with the contact on Facebook
20. What is a capability of Data Loader,
    Choose 2 answers
    A. Ability to run one-time or scheduled data loads
    B. Ability to extract organization and configuration data
    C. Ability to prevent importing duplicate records
    D. Ability to export field history data

21. Universal Containers supports two lines of business - shipping and freight. The sales cycle for freight deals is more complex and involves more stages than the shipping sales cycle.
    Which solution should a consultant recommend to meet these business requirements?
    A. Create different record types and sales processes for each line of business, and assign different page layouts to each record type
    B. Create different record types and sales processes for each line of business, and use workflow field updates to assign stages
    C. Create different record types and sales processes for each line of business, and assign different stages to each page layout
    D. Create different record types and sales processes for each line of business and assign different sues processes to each page layout

22. The Universal Containers sales team would like to track Product shipments for each of its customers. The shipment tracking information is currently available in a back-end system, which the company plans to integrate with Salesforce.
    Which objects are relevant for this integration?
    A. Lead, account, opportunity product, custom object-shipment status
    B. lead, opportunity, product, custom object-shipment status
    C. Opportunity, opportunity product, contract, custom object-shipment status
    D. Opportunity, opportunity product, custom object-shipment status

23. Sales representatives at Universal Software need to collaborate with customers on sales deals to gather requirements, analyse solutions, and deliver proposals. Universal Software wants to ensure that customers are fully engaged throughout each stage in the sales process.
    What solution should a consultant recommend to facilitate collaboration with customers? Choose 2 answers
    A. Share Chatter files with customers
    B. Add customers to Salesforce as Chatter Free users
    C. Allow customers to follow opportunities in Chatter
    D. Invite customers into private chatter groups

24. Universal Containers manages opportunity forecasts using the standard forecast catalogue in Salesforce customizable forecasting. Each sales stage is aligned with a forecast category. When reviewing the forecast, Universal Containers wants the roll-up of just the opportunities that are in pipeline, best case, and commit.

What number in the forecast would provide Universal Containers with the appropriate information?

A. Pipeline + Commit

B. Pipeline

C. Pipeline+ Best Case

D. Pipeline + Closed/ Won

25. Universal Containers sells two product lines that each use a distinct selling methodology. Additionally, each product line captures different information that is used to sell the products.
What should a consultant recommend to support selling the two product lines?

A. Create one page layout, two sales processes, and validation rules to capture relevant opportunity information

B. Create two page layouts and two sales processes; assign them to the respective product lines to collect relevant information

C. Create two sales processes and two page layouts; assign them to two different opportunity record types for each product line

D. Create two page layouts, one opportunity record type, and one workflow rule to assign the correct page layout to the record type

18. **Marketing department at Universal container is migrating from legacy campaign and email management system 2 salesforce want to ensure that its communication material is migrated as well. What should consultant recommend to migrate the marketing departments email templates?**
    a. Force.com IDE and Change set
    b. Manually
    c. Enable Email to salesforce
    d. Enable Email to case

    Ans – A

19. **Universal Container wants to improve sales productivity in inside sales and it has been advised to consider Salesforce Console for sale........... what use case will satisfy this requirement? 2ans**
    a. need to chat with customer in real time with chatter
    b. Need to provide search result for contact and opportunity
    c. log activity for each record
    d. need to see records and related items as tabs under one common screen

    Ans – C & D

20. **UC is moving their legacy CRM system to salesforce sales cloud**
    a. review the current system with all level of user to understand their requirement
    b. review the current system with and configure sales cloud to work in the same way
    c. review the current system with executive management to understand their requirement
    d. review the current system with IT management to understand their requirement

    Ans – C

21. **A customer needs chatter, custom console layout and custom branding for its mobile application**
    a. Salesforce1
    b. Mobile classis
    c. chatter for mobile
    d. Custom mobile

    Ans – A

22. **The marketing Manager at UC wants to leverage the power of sales cloud to support the sales following requirement:**
    - **monitor website traffic**
    - **Email 1200 leads per day**
    - **capture customer satisfaction survey result on a web form**
    - **Understand (report) the case of marketing exercise vs sales activity**

    What should a consultant recommend to meet this requirement?

a. use site.com campaign web-to lead opportunity, report, and dashboard
b. Use mass email, campaign, campaign influence, web-to-lead, opportunity and report
c. Use community campaign, web-to-lead, opportunity and report and dashboard
d. Use AppExchange marketing app, campaign, web-to-lead, opportunity and report

Ans – D

23. UC has configured salesforce to store all individual consumer contact under a single account called "Consumer". The consumer business has grown to more then 500,000 Contacts .Mass update are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. What should consultant recommend to improve system performance 2ANS

A. Ensure that no single account has more than 10000 contacts

B. Enable person account and migrate the data

C. Add an index to the account field on the contact object

D. removes the account assignment for all objects

Ans – B & C

24. What are the benefits of territory management? 3ANS

a. Ability to generate account sharing rule based on territory membership
b. Ability to expand private sharing model using account criteria
c. support to complex and frequently changing sales organization
d. Support for multiple forecast per user based on territory membership
e. Ability to include opportunity in more than one record.

Ans - **B C D**

25. When enabling multiple currencies what feature is enabled on all opportunity? 2 ANS

a. User's defaults currency overrides the specified opportunity currency
b. the selected currency is used for the Amount (Converted) field
c. the selected currency is used for the Amount field
d. Currency must be specified for the opportunity

Ans – **B & D**

26. A customer successfully places an order with UC for five widgets. The order is activated in Salesforce and the products are shipped to the customer, One week later the customer return one widget. What is the effective method of recording the event in salesforce?

a. Change the quantity value on the order product to 4
b. Create a custom field on the order product object

c. Create a new sales product with quantity set to -1
d. Create a return order under returned orders

Ans – D

27. **UC has enabled advanced currency Management. How the converted amount data reported on a report that specific time period when the exchange rates was different.**
    a. Converted amount are based on the exchange rates entered in the opportunity
    b. Converted amount are based on exchange rates that use the most current entry
    c. Converted amount are based on the historical exchange rate associated with the close date
    d. Converted amount are based on exchange rates that use the oldest entry

Ans – C

28. **UC uses product in salesforce and has private security model. The product management Employee ... not have access to the opportunity but would like to track the performance of a new product after it is launched. What would a consultant recommend to allow the product management employee to track the performance of the product?**
    a. create a new product and add it to the price book with the product manager as the owner
    b. Create a trigger to set the product manager as owner for opportunity on the new product.
    c. Create criteria based sharing rule to add the product management team to relevant opportunity.
    d. create a trigger to add the product management team to the sales team of the relevant opportunity

Ans – C

29. **Universal Containers would like to associate some contacts with more than one Account (e.g., a contact is an employee of one account and on the boards of several other Accounts). What solution should a consultant recommend to meet this requirement?**
    a. Add the contacts to the partner related list on the second Account.
    b. Clone the contact record and add to the 2nd account.
    c. Associate the contact to other account using lookup field.
    d. Add the contact to the contacts role related list to the other account.

Ans –D

30. **UC has org-wide default set to private .Sales representative owns an account and would like to collaborate with internal (...external) people from other department (marketing and other**

management.) What should a consultant recommend to ensure collaborating team member can report and access relevant data in salesforce?

a. Use account team to share records to relevant people
b. Use Opportunity team to share records to relevant people
c. Use chatter to share records with relevant people
d. Use custom sharing on account to share specific record.

Ans – A

31. **UC would like to record performance about the conference and people who attended them. A contact would potentially attend multiple conference .Company would like to display this information on the contact layout using the standard configuration. How the system should be designed to meet the company's requirement.**
    a. Create a custom object for conference and a custom object to record attendee information
    b. Use campaign for conference and a custom object to record attendee information
    c. Create a custom object for conference and a custom lookup field to conference on Contact
    d. Use campaign for conference and add Campaign member to record attendee information

Ans – D

32. **Universal Container has its sales representative enter a new lead whenever they are prospecting a new customer, when qualify the new lead, a new opportunity must be created to track the deal. What would a consultant recommend to enforce data quality and accuracy? ,..... 3 and**
    a. Create validation rule on lead
    b. Create lead conversion processes.
    c. Map lead fields to corresponding opportunity field
    d. Create an apex trigger to perform data quality check.
    e. Create validation rule on opportunity

Ans - A, B, C

33. **The management at universal container noticed that the lead conversion ratio has remained the same for the hospitality industry despite increase in lead creation. What steps can help determine the issue**
    a. Report on lead by source.
    b. Industry performance dash board
    c. Campaign dashboard by industry
    d. report on lead lifetime by industry

Ans – D

34. **UC representative wants to see forecast amount by all sales representative and by multiple product group. What would a consultant recommend to meet these requirement? 2 Ans**
    a. Create a forecast list view by product family groups
    b. Build a custom forecast report showing product group
    c. Implement collaborative forecast with quota alignment (....)
    d. implement collaborative forecast with product family

    Ans – C & D

35. **UC needs to show a dashboard with forecast by product family with quotas. What solution should consultant recommend?**
    a. Customize Quotas with product report and add necessary field
    b. Create custom report type with forecasting quotas and forecasting leads (...)
    c. Create custom report with closed opportunity, forecasting leads (...) and quotas
    d. Create an analytical snapshot to capture the opportunity forecast

    Ans – D

36. **The sales manager at UC wants to be informed when a lead created from the "Contact Us" form on the company website has not been followed up within 24 hour of being submitted. What salesforce feature should the consultant use to meet the requirement?**
    a. Notify using publisher action
    b. Send an email using lead escalation rule
    c. Send an email using time based workflow
    d. Notify using chatter on Lead

    Ans – C

37. **UC to plans implement to implement lead management functionality for channel sales repetitive who needs to ... pre-qualify lead to their partner. Partners need the ability to access and update the lead assigned to them. What solution should a consultant recommend for the scenario?**
    a. Create.... Site where partner can self-register and access lead.
    b. Configure a custom lead record type and page layout for the partner community.
    c. Create a task for the partner where a new lead is created and assign it to partner in the Partner Community.
    d. Add the lead tab to the Partner Community and configure partner profile to access leads

    Ans – D

38. **Customer at UC needs access to report in the partner community to help manage their opportunities. How salesforce should be designed to pre seller the correct level of access to report.**
    a. create a chatter group that allows partner to post item appropriate list view and report
    b. create an opportunity list view and report folder, and share with all partner users

c. Create an opportunity list view and report folder in the partner communities for all partners
d. create a new tab in the partner communities to display the appropriate list view and report folder

Ans - C

39. The VP of sales at UC wants to be able to see a visual representation of sales by month for each account in salesforce1 mobile app. What should a consultant recommend to meet this requirement?

a. Create a dashboard component and use chatter feed on the account on salesfroc1
b. Embed a chart on the account page, no other customization needed
c. Embed a chart on the account page and use a custom link to filter by account
d. Create a of vf page with an embedded chart component for each account.

Ans – B

40. UC decided to start using salesforce for all its sales automation its current sales database has about 50 million records. These records were all migrated into the database from other legacy systems. After migration to salesforce UC wants to be able to search and cross reference records with the original source system. What should a consultant recommend to meet the requirement?

a. Use the standard external Id field and map this to the original record Id value
b. Use a custom field named external Id and map this to the current record Id Value
c. Use a custom external Id field and map this to the original record id value
d. Use the standard external Id field and map this to the current record Id Value

Ans – C

41. UC has a large customer base of over 15,000 Accounts and 60,000 contacts. The marketing manager wants to use the customer data for an upcoming new product launch but its concerned contact may have moved to other organization (Contact's email tec has changed) what should a consultant recommend to ensure customer data is accurate?

a. Use data enhancement tool to verify that account and contact data is up-to-date
b. Use a data cleaning tool and the stay-in-touch feature of salesforce to email contact
c. create a workflow rule for the account and contact owner to confirm contact data
d. create a vf rule to mass email contacts and capture any email bounce

Ans – B

42. What actions can a consultant take during the project planning phase to ensure client stakeholder goals are met? Choose 2 answers

a. Establish a stakeholder committee and meeting schedule.
b. Create scheduled dashboard to be sent weekly to all stakeholders.
c. Acquire the client stakeholders' key performance indicators.

    d. Ensure the project key performance indicators are profitable.

Ans - A, C

43. Universal Containers wants to manage their sales territories in Salesforce. What questions should be asked to determine if territory management is an appropriate solution? Choose 3 answers:

    a. Does account sharing depend more on account traits than on ownership?
    b. Are commissions calculated by the number of territory to which a representative belongs?
    c. Are your lead assignments based on sales territories?
    d. Is your sales organization set up as a matrix or a tree'?
    e. Are there specific rules for account and opportunity access?

Ans - A, B, E

44. Universal publications are a publishing house that sells online subscriptions for its leading magazine. Customers can make a single Payment, or set up to pay weekly, monthly or quarterly. Universal Publications wants to use opportunities to track and report on these subscription deals. What should a consultant recommend to meet this requirement?

    a. Enable schedules on product object.
    b. Use assets with a lookup to opportunity object.
    c. Enable schedules on opportunity object.
    d. Use contracts with a lookup to opportunity object.

Ans - A

45. Universal Containers marketing department runs many concurrent campaigns. It has specified that the influence timeframe for a campaign is 60 days. When a contact is associated to an opportunity in a contact role, what is the impact on the campaign influence for opportunities?

    a. Campaigns in which a contact became a member within the last 60 days will be added to the campaign influence related list.
    b. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list.
    c. All contacts associated with campaigns will be added to the campaign influence related list.
    d. All campaigns created within the last 60 days will be added to the campaign influence related list.

Ans: A

46. The sales manager at Universal Containers is concerned that the leads from the marketing department are outdated and poor quality. What action should be taken to address this issue? Choose 2 answers

    a. Create a validation rule that prevents the lead from being converted without specific fields completed and train the users to enter all data accurately.

b. Create a workflow rule to update the lead rating field based on the lead status field and use assignment rules to route leads to appropriate sales reps.
c. Create a calculated field that scores leads based on lead attributes and use assignment rules to route leads to appropriate sales reps.
d. Create lead assignment rules to assign leads to sales representatives based on the city and the state in which the lead resides.

Ans: A, C

47. Universal Containers has a large sales department that is dispersed worldwide. Sales managers want greater visibility into the opportunities in progress with their respective teams and would like to receive email notifications when key opportunity fields are changed (e.g., amount or sales stage). However, individuals would like to control the frequency of their email notifications. Which solution should a consultant recommend for this scenario?

a. Configure the opportunity teams for opportunities so that only interested sales users are receiving notifications.
b. Configure Chatter and its related notification settings to provide relevant updates to interested sales managers.
c. Define a workflow rule and email task that is triggered when key fields are updated to new values.
d. Configure the individual Salesforce for Outlook email settings to control notification frequency.

Ans: B

48. UC wants to prevent sales user to modify certain opportunity fields when the sales stage has reached Negotiation/Review. However sales directors must able to edit these fields in case last minute updates are required. Which solution should a consultant recommended?

a. Create a Workflow rule to enable field access for the sales directors based on sales stage.
b. Modify the profile for sales directors to enable the “Modify All” object permission for the opportunities.
c. Create a validation rule to enforce field access based on the sales stage and profile.
d. Change the field label security for the sales rep to restrict field’s access based on the sales stage.

Ans: C

49. Universal Containers has configured a private sharing model for accounts and opportunities. As part of its sales strategy, each sales representative collaborates with the same set of Individuals for each opportunity. What should a consultant recommend to grant sales Rep the appropriate access to an opportunity?

a. Enable opportunity team selling and have each sales representative configure his or her default opportunity team.

b. Create a public group for each team and have the sales representatives manually share the opportunity with their respective group.
c. Enable Chatter and configure a customer Chatter group for the opportunity to allow collaboration on ideas.
d. Create a trigger for each sales representative that would automatically share the opportunity with his or her default opportunity D. team.

Ans: A

50. Sales representatives and partners of Universal Containers constantly complain about the poor quality of lead data. Leads are owned by the Vice President of Marketing, who has established a task force and a project to remedy the situation. Which approach should the task force consider to improve and maintain the quality of lead data? Choose 2 answers

a. Use tools like the Lead Import wizard to identify and remove duplicates.
b. Import the lead data using the Find Duplicates wizard on the lead object.
c. Use Data.com to clean the existing lead data and new data going forward.
d. Create a workflow notification when leads are created with poor Quality data.

Ans: A, C

51. Universal Container generates the sales proposal for each opportunity and needs to share it with the customer. All members of the sales team are able to update and comment on the proposal. It is important that customer does not see the earlier version of the proposal or the team comments. Which solution should a consultant recommend to meet this requirement?

a. Upload proposal as Chatter file on the opportunity record and share with customer using a link.
b. Save the proposal as an attachment on the opportunity record and share with customer using with the link.
c. Save the proposal as chatter file on opportunity record and add the customer as follower.
d. Upload the proposal in the private chatter group accessible to the sales team and invite the customer to join.

Ans: A

52. UC Credit department uses the 3rd party application for credit ratings. Credit department manager need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object. What should a consultant recommended to meet these requirement?

a. Create the workflow rule to launch the product fulfilment application and pass the credit Id.
b. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id.
c. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id.

d. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id.

Ans: C

53. **Universal Finance has two sales divisions. Sales Division As customers are individuals: Ind Sales Division 8's customers are businesses. Of Each division's sales representatives have their own user profiles and person accounts are enabled. Sales Division B's sales representatives should not be able to create person accounts; they should only be able to create business accounts. What solution should a consultant recommended to meet these requirements?**
    a. Remove person account record types from the Division 8 sales representative user profile.
    b. Check the "disable person accounts" permission on the Division 8 sales representative user profile.
    c. Use Divisions to hide person accounts from the Division 8 sales representative user profile.
    d. Use field-level security to hide the "Is Person Account” Checkbox from the Division 8 sales representative user profile.

    Ans: A

54. **Universal Containers implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners. How can this be accomplished?**
    a. Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.
    b. Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.
    c. Update the partner sales process to include stages for managing and submitting partner quotes.
    d. Enable quotes and content in the partner portal to allow partners to store their PDF quotes.

    Ans: B

55. **A Sales Cloud implementation at Universal Containers requires a global design that involves mufti-currency, multi-language, region specific sales processes and workflows. Which factor is important for optimizing user adoption? Choose 2 answers**
    a. Employing realistic training data in the corporate standard currency
    b. Developing only a standardized, global training curriculum for all users
    c. Customizing the training curriculum for each specific region
    d. Communicating the training plan well in advance of training start date

    Ans: C, D

56. **Universal Containers North American and European sales teams have different business requirements related to creating new of opportunities in Salesforce. As a result, each team must**

complete a set of geographically-specific fields relevant only to their team as well as common fields that both teams complete. Additionally, each team should NOT be able to report on the others region-specific fields. What solution should a consultant recommend to satisfy this scenario?

a. Utilize Visual force to build an opportunity page that dynamically checks the users region to determine which fields to display.
b. Create separate page layouts and record types for each of the regional sales teams.
c. Build a custom object with private sharing to capture the additional fields as a separate record.
d. Implement field-level security to allow access to fields for the respective regional sales teams.

Ans: D

57. **Universal Containers has launched an initiative to increase the number of leads being qualified each week, the number of activities being created for each opportunity, and the opportunity win rate. The Vice President (VP) of Sales would like to receive a daily update on the progress being made towards these goals. What solution should a consultant recommend to accomplish this?**
    a. Build three reports for the lead, activity, and opportunity information; add them to a dashboard to be emailed daily to the VP of Sales.
    b. Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter.
    c. Build a joined report to show the lead, Activity and Opportunity information, scheduled it to email daily to VP of sales.
    d. Build three reports for the lead, activity, and opportunity information; have them automatically refreshed daily.

    Ans: C

58. **UC 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 account, 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.

    Ans: C

59. **Universal Containers has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child accounts. How can the sales representative provide this access?**
    a. Add the user to each child account team; visibility will then roll up to the parent account.

b. Add the user to a public group for that account and share all child accounts to this group.
c. Add the user to the account team on the parent account; the child accounts will inherit access.
d. Add the user manually to the parent account team and each of the child account teams.

Ans: D

60. Universal Containers has a lead qualification team that qualifies and converts leads into opportunities. During lead conversion, the new opportunity must be assigned to the account owner. Which solution should a consultant recommend to meet this requirement?

a. Create a trigger on the opportunity.
b. Create a workflow on the opportunity.
c. Create an assignment rule on the account.
d. Create an assignment rule on the opportunity.

Ans: A

61. Sales representatives at Universal Containers log activates on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activates on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?

a. Activities report on accounts the manager owns
b. Activities report on accounts, contacts, and opportunities the manager owns
c. Activities report on accounts and contacts the manager owns
d. Activates report on accounts and opportunities the manager owns

Ans. D

62. A premier customer for Universal Software needs access to confidential product roadmap information. To securely send this information using content delivery, what step should a sales representative take? Choose 2 answers

a. Remove access to the content after a specified date.
b. Require the customer to enter a password to view the content.
c. Require the customer to enter a security token to download the content.
d. Require the recipient to log into Salesforce to access the content.

Ans. B, D

63. The sales management team at Universal Containers wants to monitor the progress of high-value sales deals and enable collaboration with cross-functional teams to help remove any obstacles. Which feature should a consultant recommend to meet these requirements? Choose 2 answers:

a. Enable Big Deal Alerts.
b. Enable Chatter feed on similar opportunities.

c. Allow Chatter feed tracking on opportunities.
d. Use opportunity update reminders.

Ans: A, C

64. **Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process. What solution should a consultant recommend to meet these requirements? Choose 2 answers**
    a. Define sales processes to map to each opportunity record type.
    b. Configure opportunity record types for each sales process.
    c. Create sales stages that align with opportunity record types.
    d. Define the default opportunity teams for each opportunity record type.

Ans: A, C

65. **Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities. What should a consultant recommend to meet this requirement?**
    a. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat a accounts when it reaches closed/won stage.
    b. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches closed/won stage.
    c. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches dosed/won stage.
    d. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches dosed/won stage.

Ans: D

66. **UC is deploying a formal sales methodology while implementing salesforce. What should a consultant recommend to ensure the alignment of the sales methodology and Salesforce? Choose three answers:**
    a. Develop data integration between salesforce and the sales methodology database.
    b. Embed custom components within Salesforce to support the sales methodology.
    c. Configure Salesforce Standard and custom objects to support the sales methodology.
    d. Override Salesforce user interface with the sales methodology user interface.
    e. Consider available sales methodology AppExchange applications.

Ans: B, C, E

67. **Universal Containers is Preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption**

of the new solution. What factor should be considered with the Sales Cloud deployment to help ensure adoption? Choose 3 answers

a. Sales rep quota targets
b. Training in local language
c. Type of training delivered
d. Maintenance release schedule
e. Management communications

Ans: B, C, E

68. UC wants to integrate the sales cloud solution with accounting system. What standard objects are likely to be used in the integration?

a. Account, case and lead
b. Account, contact and lead
c. Account, contact and contract
d. Account, lead and opportunity

Ans. C

69. Universal Containers would like to associate some contacts with more than one Account (e.g., a contact is an employee of one account and on the boards of several other Accounts). What solution should a consultant recommend to meet this requirement?

a. Add the contacts to the partner related list on the second Account.
b. Clone the contact record and add to the 2nd account.
c. Associate the contact to other account using lookup field.
d. Add the contact to the contacts role related list to the other account.

Ans: D

70. Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four opportunities for the current quarter that are detailed below:

• $3,500 opportunity in the Best Case forecast categc4
• $2,000 opportunity in the Commit forecast category
• $1,000 opportunity that has been dosed/won
• $1,000 opportunity that has been lost

What are the sales representatives Best Case forecast for the current quarter?

a. $6,500
b. $2,000
c. $5,500
d. $3,500

Ans: A

71. UC allows to its Sales Rep to negotiate up to 5% discount for their opportunities. Discount more than 5% must be send to their Regional Sale Manager (RSM) for the approval. Discount greater than 15% must be able to send to Regional Vice President (RVP) for the approval.

What should a consultant recommended to meet these requirement?

a. Configure a workflow approval task and email to RSM and RVP.
b. Configure an approval process for the RSM and workflow for the RVP.
c. Create two step approval processes for the RSM and RVP as approvers.
d. Create two approval processes one for RSM and one for RVP.

Ans: C

72. **Universal Containers wants to restrict access to accounts and contacts. All users should able to access all the accounts, but only edit the accounts they own. Users should be able to edit only the contacts for the accounts they own. To meet these requirements, what should be the OWD access for accounts and contacts?**
    a. Set Account to public read-only and contacts to private.
    b. Set Account to private and contact to private.
    c. Set Account to private and Contacts to controlled by parent.
    d. Set Account to public read-only and Contacts to controlled by parent.

    Ans: D

73. **Universal Containers has a complex sales process that requires two different sets of sales stages for opportunities with an opportunity amount above or below USD $100,000. What should a consultant recommend to meet this requirement?**
    a. Create one sales process and a validation rule that evaluates opportunity amount to determine the appropriate sales stage.
    b. Create two sales processes, two opportunity record types, and a workflow rule triggered by the opportunity amount.
    c. Create two sales processes and a workflow rule triggered by opportunity amount to assign a sales process.
    d. Create two sales processes, two opportunity record types, and a workflow rule triggered by sales stage.

    Ans: B

74. **UC would like to record performance about the conference and people who attended them. A contact would potentially attend multiple conference .Company would like to display this information on the contact layout using the standard configuration. How the system should be designed to meet the company's requirement.**
    a. Create a custom object for conference and a custom object to record attendee information
    b. Use campaign for conference and a custom object to record attendee information
    c. Create a custom object for conference and a custom lookup field to conference on Contact
    d. Use campaign for conference and add Campaign member to record attendee information

    Ans – D

75. What are the capabilities of work.com?

Ans – Chech answer in set 1

76. Universal Containers uses a seven step selling methodology. Each sales stage corresponds with in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to the forecast. What should the consultant recommend for this scenario? Choose 2 answers.

a. Instruct sales users to enter $0 for the opportunity amount.
b. Override the forecast to be $0 for the first stage opportunities.
c. Assign 0% probability to the first sales stage.
d. Configure the first stage with the omitted forecast category.

Ans – C & D

26. Universal Containers uses an approval process on the Opportunity object to streamline approvals. Sales management needs to analyse the number of opportunities at each step in the approval Process.
    What Solution will support this request?
    A. Use a field update to capture the approval step on the Opportunities for reporting
    B. Create an opportunity with approvals report and filter by approval step
    C. Add a roll-up summary field for approvals related to opportunities for reporting
    D. Create an approval process report and group by opportunity and approval step

27. Universal Containers would like to associate some Contacts with more than one Account (e.g. A Contact is an employee of one Account and on the boards of several other Accounts).
    What solution should a consultant recommend to meet this requirement?
    I. Add the contacts to the partner related list on the second Account
    J. Clone the contact record and add to the 2^{nd} account
    K. Associate the contact to other account using lookup field
    L. Add the contact to the contacts role related list to the other account

28. Universal Containers does not have a direct sales Team, its channel partner responsible for selling and servicing Products. Over the past quarter, there has been an increased volume of leads. However the vice president of the channels has been receiving the many complaints from the partner on the poor quality of leads and has noticed a significant drop in the lead conversion rate.
    What should a consultant recommend to improve partner satisfaction with the Leads being shared?
    M. Assign all leads to a partner channel manager to validate the lead data and manually assign to partners
    N. Use the lead score on the find duplicate button and assign the leads with a score in the high category
    O. Create multiple validation rules to ensure that all fields on Lead records are populated with data
    P. Create a custom lead score field to access lead quality and assign the leads that exceeds this score to partners

29. Universal Container generates the sales proposal for each opportunity and needs to share it with the customer. All members of the sales team are able to update and comment on the proposal. It is important that customer does not see the earlier version of the proposal or the team comments.
    Which solution should a consultant recommend to meet this requirement?
    A. Upload proposal as Chatter file on the opportunity record and share with customer using a link
    B. Save the proposal as an attachment on the opportunity record and share with customer using with the link
    C. Save the proposal as chatter file on opportunity record and add the customer as follower
    D. Upload the proposal in the private chatter group accessible to the sales team and invite the customer to join

30. A sales Rep at Universal Containers won a sales deal and set the opportunity stage as Closed/Won. What impact will this change have on the opportunity in the Forecast?
    A. It will be associated with the Closed/Won forecast category and contribute to the forecast once approved by the manager
    B. It will be associated with the Closed/Won forecast category and will automatically contribute to the forecast
    C. It will be associated with the Closed/Won forecast category and will need to be added by the sales rep
    D. It will be associated with the Closed/Won forecast category and will need to be committed by the sales rep

31. Universal Containers has three sales divisions: hardware software and consulting. The hardware and software divisions follow a ten step sales process. The consulting division follows an eight step process and does not use the prospecting or perception analysis stage during the sales cycle.
    Which solution should a consultant recommend to meet this requirement?

Choose 3 Ans.

A. Create the record types
B. Define stage Picklist values
C. Create separate stage fields
D. Create sales process
E. Create separate page layout

32. Universal Containers wants to restrict access to Accounts and Contacts. All the users should able to access all the accounts, but only edit the accounts they own. Users should be able to edit only the contacts for the accounts they own.
To meet these requirements, what should the OWD access for Accounts and Contacts be?
  I. Set Account to public read-only and Contacts to private
  J. Set Account to private and Contact to private
  K. Set Account to private and Contacts to controlled by parent
  L. Set Account to public read-only and Contacts to controlled by parent

33. The sales Rep at UC uses various email applications and receives important Customer emails while they are away from the office. Sales management wants to ensure sales representatives are recording email activity with customers in salesforce while they are away from the office.
Which solution should a consultant recommend to meet this requirement?
  A. Forward emails using their Email–to-Salesforce email address from their smartphone and computers
  B. Download and install the salesforce outlook connector on their smart phones and computers
  C. Copy and Paste emails manually to the customer record in the salesforce from their smartphone and computers
  D. Download and install a salesforce universal connector for their smartphone and computers

34. UC has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales Management wishes to use salesforce to automate repeat opportunities.
Which solution should a consultant recommend to meet this requirement?
  I. Develop an apex trigger for repeat accounts that inserts a copy of an opportunity for the sales rep when it reaches the closed/won stage
  J. Configure a workflow rule for repeat accounts that sends a reminder task to the sales rep to create a new opportunity when it reaches the closed/won stage
  K. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales rep when it reaches the closed/won stage
  L. Developer an apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for the repeat account when it reaches the closed/won stage

35. The sales management team at Universal Containers has noticed that opportunities are taking longer to close. Historically it has taken 30 days for a new opportunity to be moved to closed/won. Recently this period has increased to 45 days.
What analytic tool can the sales management team leverage to help determine the cause?
Choose two answers:
  E. Dashboard of opportunity stage duration
  F. Report on Campaign return on investment (ROI)
  G. Dashboard of month over month trend to lead conversion
  H. Report on the discount approval time for quotes

36. Universal Containers wants to integrate a sales cloud solution with its accounting team system. Which standard objects are likely to be used in the integration?

I. Accounts, contacts and contracts
J. Accounts, leads and opportunity
K. Accounts, cases and leads
L. Account, Contacts and leads

37. Universal Containers 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?

M. Define the social network fields and enabled them for account, contacts and leads
N. Create custom fields that hold URL links to the social profile of accounts, contacts and leads
O. Enable social Accounts and Contacts to link records to social profiles
P. Enable the salesforce to Social network API connection to sync records

38. Universal Containers wants to prevent sales user from modifying certain opportunity fields when the sales stage has reached Negotiation/Review. However sales directors must able to edit these fields in case last minute updates are required.
Which solution should a consultant recommended?

I. Create a Workflow Rule to enable field access for the sales directors based on sales stage
J. Modify the profile for sales directors to enable the "Modify All" object permission for the opportunities
K. Create a validation rule to enforce field access based on the sales stage and profile
L. Change the field label security for the sales rep to restrict fields access based on the sales stage

39. Universal Containers is following a traditional waterfall project delivery methodology. The analysis phase is complete with the sign-off of the requirements
What action should a consultant take to minimize changes in scope during the design and build phase?
Choose two answers.

E. Map solution design documents to system test scripts
F. Obtain customer sign-off on the solution design
G. Update requirement based on the feedback of key stakeholders
H. Map business requirements to the solution requirements

40. Universal Containers would like to capture qualification information for new leads (e.g. whether or not a person is a decision maker). The information should also appear in the contact record once the lead has been converted.
Which approach should a consultant recommended?

A. Create a custom field on lead and contact object, configure mapping for these two fields for conversion
B. Create a custom field on lead and contact object, advice user to select it for transfer during conversion
C. Create a custom field on lead and contact object; these fields will be mapped automatically during conversion
D. Create a custom field on lead and contact object, utilize a trigger to transfer the value after conversion

41. Universal Containers has set accounts, contacts and opportunities to private. Sales Rep manage the account for which they are the account owner. The company also employs sales specialists to assist sales reps on deals.
What should a consultant recommended to allow sales specialists to see account information and any opportunity information associated with the account?

A. Add the sales specialist to the account team and assign them read access to the opportunity

B. Share opportunities manually with the sales specialist and assign them read access
C. Assign the sales specialist to the same profile as Account owner
D. Assign the sales specialist to the same role in the role hierarchy as account owners

42. Sales Management at Universal Containers would like to track the following information:
   - ⇨ No. of open opportunities in the current quarter by the sales rep.
   - ⇨ No. of closed opportunities in the last quarter by the sales rep.

   What should a consultant recommended to meet these requirement?

   E. Create a joined Report
   F. Create a summary report with cross filter
   G. Create a dynamic dashboard
   H. Create an analytic snapshot

43. Universal Containers Credit department uses a 3rd party application for credit ratings. Credit department managers need to launch an external web based credit application from a customer's account record in salesforce. The application uses the credit id on the account object.
What should a consultant recommended to meet these requirement?

M. Create the workflow rule to launch the product fulfilment application and pass the credit Id
N. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id
O. Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id
P. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id

44. Universal Containers allows its Sales Rep to negotiate up to a 5% discount for their opportunities. Discounts more than 5% must be sent to their Regional Sale Manager (RSM) for their approval. Discounts greater than 15% must be sent to the Regional Vice President (RVP) for their approval.
What should a consultant recommended to meet these requirement?

M. Configure a workflow approval task and email to RSM and RVP
N. Configure an approval process for the RSM and workflow for the RVP
O. Create two step approval processes for the RSM and RVP as approvers
P. Create two approval processes one for RSM and one for RVP

45. Universal Containers sells product that require frequent collaboration with the same team of individuals who play a key role in closing deals. The lead sales rep determines the level of access for each of the collaborating team members on the opportunity.
What solution a consultant recommended to facilitate the collaboration of lead sales rep and team members?

E. Configure default opportunity teams for all the lead sales reps with team selling enabled
F. Define sharing rule for each sales rep to assign appropriate access for all extended team members
G. Enable Chatter to have the lead sales rep facilitate collaboration through sales team swarming
H. Create public groups for extended team members and allows the sales rep to assign manual sharing on their opportunities

46. Universal Containers recently completed the implementation of a new sales cloud solution. The stakeholders committee believe that sales user adoption is the best measured by the number of daily logins.
What other measures of the sales user adoption should be considered?
Choose two answers:

E. Overall effectiveness of mass email campaigns

F. No of neglected opportunities over time by Role

G. Completeness of records entered into the new system

H. No of reports exported to excel for analysis

47. Universal Containers is deploying a formal sales methodology while implementing salesforce.
What should a consultant recommend to ensure the alignment of the sales methodology and Salesforce?
Choose three answers:

A. Develop data integration between salesforce and the sales methodology database

B. Embed custom components within Salesforce to support the sales methodology

C. Configure Salesforce Standard and custom objects to support the sales methodology

D. Override Salesforce user interface with the sales methodology user interface

E. Consider available sales methodology AppExchange applications

48. Universal Containers wants to migrate accounts from a legacy system into Salesforce. The client wants the unique Account Ids for the account records in the legacy system to be imported into the salesforce to allow quality control comparison to be conducted after the migration is completed and facilitate future integration.
What solution the consultants recommend to meet this requirement?

I. Create a custom External Id in salesforce and migrate the legacy system Account Id into this

J. Ensure the names of Account Records are migrated correctly so the client can conduct proper quality control testing

K. Create a custom unique number field in salesforce and migrate the legacy account Id in this field

L. Create a custom object called external Id and migrate the legacy system account Id data this custom objects

49. Universal Containers has a public sharing model for accounts and uses the parent account field to create a multi-level account hierarchy. When viewing a parent account, the company would like to see the total value of open opportunities for all accounts in the hierarchy.
What solution should a consultant recommend to meet this requirement?

E. Define a workflow rule to update the custom field on the parent account with the total value of open opportunities from the child Accounts

F. Use Apex to update a custom field on the parent account with the total value of open opportunities from the child accounts

G. Create a roll-up summary field on the parent account showing the total value of open opportunities from the child accounts

H. Create a link on the account that opens a report showing the total value of open opportunities for all accounts in the hierarchy

50. Universal Containers wants to track the Campaigns that influence won opportunities. Using standard functionality, what should a consultant recommend to meet this requirement? Choose 2 answers

E. Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date

F. Automatically add child campaigns of the primary campaign source if the child campaigns have an end date that falls before the opportunity close date

G. Have the administrator specify a timeframe that limits the time a campaign can influence an opportunity after the campaign first associated date and before the opportunity created date

H. Have representatives populate a field on the opportunity record with the dollar amount of the expected revenue from the campaigns that influenced the opportunity

51. Sales representatives and partners of Universal Containers constantly complain about the poor quality of lead data. Leads are owned by the Vice President of Marketing, who has established a task force and a project to remedy the situation.
Which approach should the task force consider to improve and maintain the quality of lead data?
Choose 2 answers

A. Use tools like the Lead Import wizard to identify and remove duplicates
B. Import the lead data using the Find Duplicates wizard on the lead object
C. Use Data.com to clean the existing lead data and new data going forward
D. Create a workflow notification when leads are created with poor Quality data

52. Universal Containers wants to send out an email promotion on a monthly basis to a list of 50,000 leads.
What should a consultant recommend to meet this requirement?

E. Use the standard Salesforce mass email tool located on the leads tab
F. Create a lead assignment rule to send the email to the leads monthly
G. Use an email execution vendor to send emails for marketing campaigns
H. Create an email alert workflow rule to send the email to the leads monthly

53. Universal Containers collaborates with consulting partners on some of its opportunities. A partner account is added to the partner's related list on a customer opportunity.
What is the impact?

A. Contacts from the partner account are added to the opportunity team
B. The partner account is added to the partner's related list on the customer account
C. The partner account owner is able to view all contacts for that customer account
D. Contacts from the partner account are added to the contact roles related list on the opportunity

54. Universal Containers has a large sales department that is dispersed worldwide. Sales managers want greater visibility into the opportunities in progress with their respective teams and would like to receive email notifications when key opportunity fields are changed (e.g. Amount or sales stage). However, individuals would like to control the frequency of their email notifications.
Which solution should a consultant recommend for this scenario?

A. Configure the opportunity teams for opportunities so that only interested sales users are receiving notifications
B. Configure Chatter and its related notification settings to provide relevant updates to interested sales managers
C. Define a workflow rule and email task that is triggered when key fields are updated to new values
D. Configure the individual Salesforce for Outlook email settings to control notification frequency

55. Universal Containers is migrating data from a legacy system into Salesforce. The company needs to migrate lead, contact, and opportunity data from its legacy system and must be able to report on historical lead conversion for both legacy and newly created data.
What is the recommended order for data migration?

A. User, Account, Contact, Opportunity, Lead
B. User, Opportunity, Account, Contact, Lead

C. User, Contact, Account, Lead, Opportunity
D. User, Lead, Opportunity, Account, Contact

56. Universal Containers has set the organization-wide default for Accounts to private. Bill owns the Acme Account and the General Inductees Account. Acme is the parent Account for General Industries. Bill needs to collaborate with Mary on his Account, so he manually shares read access to Acme.
What access will Mary have to these accounts?
A. Read-only on General Industries and read-write on Acme
B. Read-only on General Industries and read-only on Acme
C. Read-only on Acme and no access on General Industries
D. Read-write on Acme and no access on General Industries

57. The sales department at Universal Containers uses approval processes to streamline the approval of high-value opportunities. These approvals are becoming delayed in the approval process because managers forget to approve the requests from their home-page.
What can a consultant recommend to improve the approval process?
Choose 2 answers
A. Enable approvals by email for the approval process for high-value opportunities
B. Schedule and email a report of all pending approvals to managers
C. Create a dashboard of pending approvals and add it to the Chatter feed
D. Allow managers to approve or reject approval requests from the Chatter feed

58. A premier customer for Universal Software needs access to confidential product roadmap information.
To securely send this information using content delivery, what step should a sales representative take?
Choose 2 answers
I. Remove access to the content after a specified date
J. Require the customer to enter a password to view the content
K. Require the customer to enter a security token to download the content
L. Require the recipient to log into Salesforce to access the content

59. Universal Containers (UC) and Global Shipping (GS) are affiliates of the ABC Corporation. Both affiliates use separate Instances of Salesforce and work independently but sell to some of the same customers. They would like to collaborate on the common customers but keep the data for other customers separate.
What approach should a consultant recommend to meet these requirements?
A. Set up a single instance for ABC Corporation and set up partner portals for UC and GS
B. Use separate Salesforce Instances and link shared records using Salesforce to Salesforce
C. Set up a single Salesforce Instance and maintain exclusive customer data using divisions
D. Use separate Salesforce instances and link shared records using a customer portal

60. A sales representative at Universal Containers frequently has multiple quotes related to an opportunity.
Which solution should a consultant recommend to manage the quotes?
A. Create workflow rules on opportunity product and quote line items to keep them synchronized
B. Click the Start Sync button on a quote to link it to the opportunity for automatic synchronization
C. Click the Start Sync button on an opportunity to link it to a quote for an automatic synchronization
D. Update the quote line Item when a change is made to the opportunity product line items

61. Universal Containers is preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption of the new solution.
What factors should be considered with the Sales Cloud deployment to help ensure adoption?
Choose 3 answers
    F. Sales rep quota targets
    G. Training in local language
    H. Type of training delivered
    I. Maintenance release schedule
    J. Management communications

62. Universal Containers has set the organization-wide defaults to public read-only on Accounts, Contacts, and Opportunities. Activities are set to be controlled by the parent. The ABC Corporation Account is owned by a sales user whose Profile grants create, read, edit, and delete access to Accounts, Contacts, and Opportunities.
Based on this information, the owner of the ABC Corporation account record has the right to take which actions?
Choose 2 answers
    I. View, edit, and delete related contacts and opportunities owned by other users
    J. Share the account with other users through manual sharing and account teams
    K. Transfer ownership of related contacts and opportunities owned by other users
    L. View, edit, and delete activities owned by other users directly related to the account

63. Universal Containers is in the design phase of a complex Sales Cloud implementation. There are teams working on data migration, integration, application, and technical design.
What step should a consultant take to ensure that the design accounts for all aspects of the requirements?
    A. Conduct end-to-end solution reviews
    B. Conduct executive committee review
    C. Conduct integration performance reviews
    D. Conduct data migration reviews

64. Universal Containers wants to use its Customer Portal to allow customers to provide suggested changes to products and comment on other people's suggestions.
What Salesforce feature supports this?
    A. Solutions
    B. Chatter
    C. Ideas
    D. Answers

65. Universal Containers manages its sales pipeline using Salesforce. However, when an opportunity moves to the closed-lost stage, the company would like to enforce that the expected revenue value be $O in reports.
Which solution should a consultant recommended to meet this requirement?
    A. Define a workflow rule to set the forecast category to omitted when the opportunity stage is closed/lost
    B. Define a workflow rule to set the expected revenue field to $O when the opportunity stage is closed/lost
    C. Create a validation rule to verify that the forecast probability for closed/lost opportunities is 0%
    D. Create a dependency between opportunity stage and forecast category to enforce the omitted value for closed/lost opportunities

66. Universal Containers uses Contracts in Salesforce to record fixed pricing structures from closed/won opportunities. The contracts expire throughout the year. To ensure the company is not missing potential renewal revenue, sales management wants to implement the following Process.
    - ⇨ 30 days before a contract is due to expire; a lead is automatically created with contract renewal as the source
    - ⇨ All leads go to a pre-sales team who qualify and convert them to opportunities
    - ⇨ When leads are converted to opportunities and closed/won, an alert is sent to the account team.

    What features of Salesforce should a consultant use to meet this requirement?
    I. Workflow, reports, queues, and lead assignment
    J. Apex, workflow, lead assignment, and queues
    K. Lead assignment, Apex, and opportunity assignment
    L. Reports, data loader, queues, and opportunities

67. Universal Containers is purchasing smartphones and tablets for its global sales team members. Sales management wants mobile access to key functionality, including collaboration, customer management, and opportunity management.
    What component of Salesforce Sales Cloud mobility should a consultant recommend to meet these requirements?
    Choose 2 answers
    A. AppExchange mobile plugin
    B. Native mobile applications
    C. Visualforce for mobile
    D. Salesforce Touch

68. The finance department UC is noticing a decline in profitability, which they attribute to an excessive number of discounts on opportunities.
What can the finance department do to monitor and control opportunity discounting?
Choose 2 answers
I. Limit the number of discounted products that can be added to an opportunity
J. Run a report on opportunities showing list price and discounted price
K. Create a custom roll-up field to calculate the average product discount for each customer
L. Ensure that sales management approves discount requests for each opportunity

69. Universal Containers has just enabled advanced currency management. The Vice President (VP) of Asia Pacific Sales wants to view currency in opportunity revenue reports in both the corporate currency of USD and the relevant country's currency. The VP of Asia Pacific Sales uses USD as the default currency.
    What solution should a consultant recommend to meet this requirement?
    A. Create a dashboard and set the display currency to show all currencies for Asia Pacific
    B. Create a dashboard and a dashboard filter to only display Asia Pacific currencies
    C. Create an opportunity revenue report for each country and use a Joined report to display values
    D. Create an opportunity revenue report and include the amount and converted amount values

70. Universal Finance has two sales divisions. Sales Division A's customers are individuals; Sales Division B's customers are businesses. Each division's sales representatives have their own user profiles, and person accounts are enabled. Sales Division B's sales representatives should not be able to create person accounts; they should only be able to create business accounts.
What solution should a consultant recommended to meet these requirements?
I. Remove person account record types from the Division B's sales representative user profile

J. **Check the "disable person accounts" permission on the Division B's sales representative user profile**
K. **Use Divisions to hide person accounts from the Division B's sales representative user profile**
L. **Use field-level security to hide the "Is Person Account" Checkbox from the Division B's sales representative user profile**

71. The sales representatives at Universal Containers have been experiencing the following Challenges with sales data within their Salesforce application.
⇨ It has been difficult to effectively reach contacts
⇨ There are many duplicate contacts
⇨ They are unable to segment account data
What should a consultant recommend to remedy all of these challenges?
A. Export contacts and accounts from Data.com and upload using data loader
B. Utilize Data.com to flag duplicates and update existing data
C. Export contacts and accounts from Data.com and upload using Excel Connector
D. Utilize data loader to export data and flag duplicate records

72. Universal Containers has a large sales department that manages its individual sales deals through Opportunities. The sales teams report to of their Regional Sales Manager (RSM) and the RSMs report to the Vice President (VP) of Sales. To manage the region effectively, the RSMs and VP need to have full access to the opportunities managed by their direct reports through standard report filters.
What is the recommended solution to accommodate this scenario?
A. Create opportunity triggers to apply manual shares to the appropriate RSMs and VP
B. Create a public group that includes all of the sales team members and assign a sharing rule for opportunities
C. Set up automatic membership for the opportunity team members for each opportunity to the RSMs and VP
D. Define roles for the sales team members, RSMs, and VP with the appropriate reporting relationships

73. Universal Containers current solution for managing its forecasts is cumbersome. The sales managers do not have visibility into their team's forecasts and are not able to update the forecasts. As a result, the managers are continually asking their sales representatives to provide updated forecast data via email or phone.
What solution should a consultant recommend to help universal Containers improve the management of their forecasts?
Choose 2 answers
A. Create forecast Chatter groups where sales representatives can post and share their forecasts
B. Configure customizable forecasts to give managers forecast override capabilities
C. Configure weekly customized forecast reports and dashboards to be emailed to sales management
D. Create a forecast hierarchy and assign managers to the forecast manager role

74. **Universal Containers implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners.**
How can this be accomplished?
A. **Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes**
B. **Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts**
C. **Update the partner sales process to include stages for managing and submitting partner quotes**
D. **Enable quotes and content in the partner portal to allow partners to store their PDF quotes**

75. **Universal Containers North American and European sales teams have different business requirements related to creating new of opportunities in Salesforce. As a result, each team must complete a set of geographically-specific**

fields relevant only to their team as well as common fields that both teams complete. Additionally, each team should NOT be able to report on the others region-specific fields.
What solution should a consultant recommend to satisfy this scenario?

I. **Utilize Visualforce to build an opportunity page that dynamically checks the users region to determine which fields to display**
J. **Create separate page layouts and record types for each of the regional sales teams**
K. **Build a custom object with private sharing to capture the additional fields as a separate record**
L. **Implement field-level security to allow access to fields for the respective regional sales teams**

76. **Universal Containers has a complex sales process that requires two different sets of sales stages for opportunities with an opportunity amount above or below USD $100,000.**
What should a consultant recommend to meet this requirement?
    A. **Create one sales process and a validation rule that evaluates opportunity amount to determine the appropriate sales stage**
    B. **Create two sales processes, two opportunity record types, and a workflow rule triggered by the opportunity amount**
    C. **Create two sales processes and a workflow rule triggered by opportunity amount to assign a sales process**
    D. **Create two sales processes, two opportunity record types, and a workflow rule triggered by sales stage**

77. The members of an opportunity team at Universal Containers are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the most current quote.
How can the sales engineer identify the opportunity's latest quote?
    E. Follow the Opportunity's quotes in Chatter
    F. Reference synced quote history on the opportunity
    G. Reference the last modified date on the quotes
    H. Reference the synced quote field on the opportunity record

78. **Universal Containers has a private sharing model. Sales representatives are required to collaborate with the same group of people from other departments for every deal; however, the individuals in the group will vary for each representative.**
What solution should a consultant recommend to ensure correct record visibility and collaboration?
    A. **Set up a default opportunity team for each sales rep that is automatically added to every opportunity**
    B. **Add all team members to a private Chatter group for each opportunity**
    C. **Configure a criteria-based sharing rule to add sales team member records automatically**
    D. **Configure a public group for each sales rep that is manually shared for each opportunity**

79. Sales management at Universal Containers is concerned that pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are closed/won.
Which solution will help sales management identify and address the issue?
Choose 2 answers
    E. Run the opportunity pipeline standard report to view the upcoming opportunities by stage
    F. Use a workflow rule to email sales management when the opportunity is created in the closed/won stage
    G. Create a report that displays opportunities that have a closed date less than or equal to the created date
    H. Create a workflow rule that automatically updates the opportunity to the first stage in the sales process

80. **Universal Containers has a private sharing model and wants the ability to share documents related to an opportunity, such as contracts and proposals, with the field sales team.**
How can the documents be shared efficiently and securely?

 A. The documents should be uploaded to chatter files and shared with the field sales organization
 B. The documents should be uploaded to chatter files from the opportunity record
 C. The documents should be emailed to the sales team on the opportunity record
 D. The documents should be uploaded to a library that is shared with the field sales organization

81. The shipping department at Universal Containers is responsible for sending product samples as part of the sales process. When an opportunity moves to the "sampling" stage, Universal Containers wants an automatic email to be sent to the shipping department listing the products on the opportunity.
How cart this requirement be met using a workflow email?

 E. Create it on the opportunity using an HTML email template
 F. Create it on the opportunity product using an HTML email template
 G. Create it on the opportunity using a Visualforce email template
 H. Create it on the opportunity product using a Visualforce email template

82. Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process.
What solution should a consultant recommend to meet these requirements?
Choose 2 answers

 I. Define sales processes to map to each opportunity record type
 J. Configure opportunity record types for each sales process
 K. Create sales stages that align with opportunity record types
 L. Define the default opportunity teams for each opportunity record type

83. Universal Containers wants to manage their sales territories in Salesforce.
What questions should be asked to determine if territory management is an appropriate solution?
Choose 3 answers:

 A. Does account sharing depend more on account traits than on ownership?
 B. Are commissions calculated by the number of territories to which a representative belongs?
 C. Are your lead assignments based on sales territories?
 D. Is your sales organization set up as a matrix or a tree?
 E. Are there specific rules for account and opportunity access?

84. Universal Containers has noticed a sizeable decrease in the number of sales representatives who are meeting their quotas. What should be evaluated to determine the cause of this decline? 2 answers:

 A. Percent of converted leads per sales representative
 B. Activity history report on open and closed opportunities
 C. Comparison report of forecasts versus converted leads
 D. Trending report on won versus lost opportunities

85. Universal Containers needs to have opportunity discounts approved by the senior management team. The appropriate approver is dynamically determined based on the requestor's region and the opportunity's account type. Which solution should be recommended to support these requirements?

   A. Create a workflow approval task as the first step in the approval process to assign the approver
   B. Use Apex to populate a user lookup field for the approval process based on an approval matrix
   C. Allow the requestor to select the appropriate approver prior to submitting the record for approval
   D. Automatically populate the delegated approver based on the requestors region and opportunity account type

Sales Cloud Mock Exam 2

86. Historically, Universal Containers has sold to shipping department contacts within its customer and prospect Accounts. It recently launched a new product line that will appeal to operations department Contacts.
What data enrichment can Data.com provide Universal Containers to expand its sales network?
Choose 2 answers
    A. Append qualification scores to operations leads
    B. Add operations leads and opportunities
    C. Add operations contacts to accounts
    D. Add new operations prospect accounts

87. Universal Containers has enabled Social Accounts and Contacts. When a sales representative accesses a Contact within Salesforce, the representative is unable to see detailed information from the contact's Facebook profile (e.g. Contacts wall postings).
What is preventing the sales representative from accessing detailed information on the contacts Facebook page?
    E. The fields configured by Universal Containers administrator on the contact page layout are missing
    F. Universal Contains must purchase the Facebook license to access public profile information for its users
    G. The link to the Facebook profile is not configured with the administrator password to access detailed information
    H. The Information shown is based on the sales representative's connection level with the contact on Facebook

88. Universal Containers has just enabled advanced currency management. The Vice President (VP) of Asia Pacific Sales wants to view currency in Opportunity revenue reports in both the corporate currency of USD and the relevant country's currency. The VP of Asia Pacific Sales uses USD as the default currency.
What solution should a consultant recommend to meet this requirement?
    A. Create an opportunity revenue report and include the amount and converted amount values
    B. Create an opportunity revenue report for each country and use a joined report to display values
    C. Create a dashboard and a dashboard filter to only display Asia Pacific currencies
    D. Create a dashboard and set the display currency to show all currencies for Asia Pacific

89. Universal Containers has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities. What should a consultant recommend to meet this requirement?
    I. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat a accounts when it reaches the closed/won stage
    J. Configure a workflow rule for repeat accounts that sends a reminder task to the sales representative to create a new opportunity when it reaches the closed/won stage
    K. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches the closed/won stage
    L. Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches the closed/won stage

90. What is a capability of Data Loader,
Choose 2 answers
    E. Ability to run one-time or scheduled data loads
    F. Ability to extract organization and configuration data
    G. Ability to prevent importing duplicate records

H. Ability to export field history data

91. Universal Containers shares specific accounts with its partners and is considering the use of Salesforce to Salesforce to increase visibility and collaboration for deals managed through its partner channel. The company's key partners also currently use Salesforce.
What should be considered for this implementation?
Choose 2 answers
    A. Partners can create and share opportunities associated to shared accounts
    B. Partners will be able to see all Chatter feeds on shared opportunities
    C. Universal Containers can report on shared opportunities managed by partners
    D. Partners can see all opportunities created by Universal Containers on shared accounts

92. Universal Containers supports two lines of business - shipping and freight. The sales cycle for freight deals is more complex and involves more stages than the shipping sales cycle.
Which solution should a consultant recommend to meet these business requirements?
    E. Create different record types and sales processes for each line of business, and assign different page layouts to each record type
    F. Create different record types and sales processes for each line of business, and use workflow field updates to assign stages
    G. Create different record types and sales processes for each line of business, and assign different stages to each page layout
    H. Create different record types and sales processes for each line of business and assign different sues processes to each page layout

93. The sales management team at Universal Containers wants to monitor the progress of high-value sales deals and enable collaboration with cross-functional teams to help remove any obstacles.
Which feature should a consultant recommend to meet these requirements?
Choose 2 answers:
    I. Enable Big Deal Alerts
    J. Enable Chatter feed on similar opportunities
    K. Allow Chatter feed tracking on opportunities
    L. Use opportunity update reminders

94. Universal Containers currently uses the customizable forecasting feature. A sales representative at Universal Containers has four Opportunities for the current quarter that are detailed below:
• $3,500 opportunity in the Best Case forecast categc4
• $2,000 opportunity in the Commit forecast category
• $1,000 opportunity that has been dosed/won
• $1,000 opportunity that has been lost
What is the sales representatives Best Case forecast for the current quarter?
    I. $6,500
    J. $2,000
    K. $5,500
    L. $3,500

95. Universal Containers has an extensive distributor and reseller community. To help manage this partner network, the company is implementing a partner portal.
What must be considered when setting up partner users?
Choose 2 answers
   A. Partner users cannot receive emails generated through workflow actions
   B. Partner users can own account and opportunity records in Salesforce
   C. Partner users are associated with the same set of profiles as internal users
   D. The sharing model should be re-evaluated when the partner portal is enabled

96. Universal Containers recently acquired Global Packaging, a company that has complementary Products. Universal Containers wants to run a major campaign showcasing its new product bundling. The company will use multiple marketing channels to create awareness in the marketplace. Each marketing channel will need to be measured for its effectiveness both individually and collectively.
How should the consultant design the solution for Universal Containers?
   A. Create campaigns for each channel, link them to a parent, and add members to the parent
   B. Create campaigns for each channel with members and link child campaigns to a parent campaign
   C. Create a single campaign and add member statuses for each marketing channel
   D. Create a single campaign, add members, and set the status to active

97. Universal Containers has set up a sales process that requires opportunities to have associated product line items before moving to the negotiation stage.
What solution should a consultant recommend to meet this requirement?
Choose 2 answers
   A. Define a workflow rule that automatically defaults to a price book and product line item when selecting the negotiation stage
   B. Ensure that all sales representatives have access to at least one price book when creating product lines
   C. Configure the opportunity record types to enforce product line Rem entry before selecting the negotiation stage
   D. Configure a validation rule that tests the has Line Item and Stage fields for the correct condition

98. Universal Containers uses a seven-step selling methodology. Each sales stage corresponds with a step in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to the forecast.
What should a consultant recommend for this scenario?
Choose 2 answers
J. Instruct sales users to enter SO for the opportunity amount
K. Override the forecast to be $O for first stage opportunities
L. Assign 0% probability to the first sales stage
M. Configure the first stage with the omitted forecast category

99. Universal Containers has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child accounts.
How can the sales representative provide this access?
   I. Add the user to each child account team; visibility will then roll up to the parent account
   J. Add the user to a public group for that account and share all child accounts to this group

K. Add the user to the account team on the parent account; the child accounts will inherit access

L. Add the user manually to the parent account team and each of the child account teams

100. Universal Insurance is a large insurance company with a customer base that includes both individual consumers and businesses. The company has implemented Person Accounts in Salesforce. It has a custom object for policies that needs to relate to both Person Accounts and Business Accounts.
What is the minimum configuration on the policy custom object needed to meet this requirement?
    A. Create a custom contact lookup field
    B. Create a contact lookup field and an account lookup field
    C. Create a master-detail account relationship
    D. Create a master-detail contact relationship

101. Universal Containers operates in two currencies - EUR and USD. Its corporate currency is USD. When a sales team member tries to add products to an opportunity for a customer in the Eurozone, they are unable to find EUR prices.
What is the likely cause of this problem?
Choose 2 answers:
    A. Price book entries are missing EUR prices
    B. Sales users default currency is set to USD
    C. Advanced currency management is deactivated
    D. Opportunity currency is set to USD

102. Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect.
What steps should a consultant recommend in this scenario?
    I. Create both account and contact records, then associate the contacts to the campaign
    J. Create a campaign, associate the leads to the campaign, and qualify the respondents
    K. Create leads, convert them to opportunities, and qualify the respondents on the opportunities
    L. Create a campaign, qualify the respondents, and create accounts and contacts

103. Sales management at Universal Containers wants product managers to become more involved with sales deals that are being delayed in the negotiation stage of the sales process. Product managers need to understand the details of specific sales deals, and address product capability and roadmap questions with customers.
What solution should a consultant recommend to help product managers engage in sales deals?
Choose 2 answers
    A. Use an assignment rule to nobly product managers when opportunities are updated
    B. Create a Chatter group to share product information with the sales team, product managers, and customers
    C. Add the opportunity team, product managers, and customers to libraries containing files relevant to sales deals
    D. @Mention product managers in Chatter posts on relevant sales deals

104. Universal Containers is following a traditional waterfall project delivery methodology. The analysis phase is complete with the sign-off of the requirements.

What action should a consultant take to minimize changes in scope during the design and build phases?

Choose 2 answers

A. Map solution design documents to system test scripts

B. Update requirements based on feedback from key stakeholders

C. Obtain customer sign-off on the solution design

D. Map business requirements to the solution design

105. Universal Container requires that account plans be created for all accounts. The account plans have been set up as a custom object with a lookup relationship. The sharing model is private for account plans. Universal Containers would like to assign the same access to the account plan record as to the associated account.

What solution should a consultant recommend for these scenarios?

A. Create sales team users with read access to the account plans object

B. Create a trigger on account plans that adds a manual share automatically to the account owner

C. Modify the account plans object to be in a master-detail relationship with accounts

D. Apply manual sharing to the account owner after each account plans record is created

106. Universal Containers is migrating data from a legacy system into Salesforce. The company needs to migrate Lead, Contact, and Opportunity data from its legacy system and must be able to report on historical Lead conversion for both legacy and newly created data.

What's the recommended order for data migration?

A. User, Lead, Opportunity, Account, Contact.

B. User, Opportunity, Account, Contact, Lead

C. User, Account, Contact, Opportunity, Lead

D. User, Contact, Account, Lead, Opportunity

107. Universal Containers has launched an initiative to increase the number of leads being qualified each week, the number of activities being created for each opportunity, and the opportunity win rate. The Vice President (VP) of Sales would like to receive a daily update on the progress being made towards these goals.

What solution should a consultant recommend to accomplish this?

A. Build three reports for the lead, activity, and opportunity information; add them to a dashboard to be emailed daily to the VP of Sales

B. Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter

C. Build a joined report to show the lead, Activity and Opportunity information, scheduled it to emailed daily to VP of sales

D. Build three reports for the lead, activity, and opportunity information; have them automatically refreshed daily

108. Sales representatives at Universal Containers want to share product specification documents with customers who do not have Salesforce access. These customers should only be allowed to preview the document in the browser without download permissions.

What solution should a consultant recommend to meet this requirement?

A. The file to documents and enable the externally available option

B. Upload the file to Chatter files and disable the download delivery option
C. Upload the file to Content and disable the download delivery option
D. Upload the file to Chatter files and enable the password-protection option

109. Universal Containers marketing department runs many concurrent campaigns. It has specified that the influence timeframe for a Campaign is 60 days.
When a Contact is associated to an Opportunity as a Contact Role, what is the impact on the Campaign Influence for the Opportunity?

I. Campaigns in which a contact became a member within the last 60 days will be added to the Campaign Influence related list
J. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list
K. All contacts associated with campaigns will be added to the campaign influence related list
L. All campaigns created within the last 60 days will be added to the campaign influence related list

110. Universal Containers has a complex sales process methodology that requires several different pricing scenarios be generated. Once a customer has agreed upon a price, the sales representative needs to document it in Salesforce. Which solution should a consultant recommend to accommodate a multiple-Price scenarios methodology?

A. Configure opportunities with a relationship to a custom object called Pricing
B. Implement quotes with the Quote Syncing feature
C. Configure leads with custom pricing fields to collect data
D. Implement opportunities with product line items

111. Universal Containers forecasts and does its business monthly and it needs to store the details of open opportunities weekly. The sales management team wants to analyse how the sales funnel is changing throughout the month.
What should a consultant recommend to meet this requirement?

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

112. Universal Containers has a private sharing model. Sales representatives own Accounts and would like to collaborate with relevant people from other departments (e.g. Marketing and product management). The role hierarchy has separate branches for each department to facilitate reporting.
What should a consultant recommend to ensure collaborating team members can report on and access relevant data in Salesforce?
Choose 2 answers

I. Use account team to share records to relevant people
J. Use Chatter to share records with relevant people
K. Use manual sharing on account to share specific records
L. Use opportunity team to share records with relevant people

113. Universal Containers requires credit checks for all opportunities greater than $50000. The credit management team members are all Salesforce users.

What should a consultant recommend to notify the credit manager that an opportunity needs a credit check?

A. Use a validation rule to send an email to the credit manager role
B. Use workflow to send an email to the credit manager profile
C. Use an Apex trigger to create a task for the credit manager user
D. Use workflow to assign a task to the credit manager user

114. Universal Containers successfully converted from a legacy CRM system to the Sales Cloud solution. The stakeholder committee will meet in a week to review the revenue performance of the sales team.

Which report should the committee use to assess sales team revenue performance?

A. Opportunity pipeline report by sales rep
B. Report on number of sales meetings completed by sales rep
C. Campaign return on investment report
D. Report on number of open quotes for opportunities

115. The Universal Containers sales team would like to track Product shipments for each of its customers. The shipment tracking information is currently available in a back-end system, which the company plans to integrate with Salesforce.

Which objects are relevant for this integration?

E. Lead, account, opportunity product, custom object-shipment status
F. lead, opportunity, product, custom object-shipment status
G. Opportunity, opportunity product, contract, custom object-shipment status
H. Opportunity, opportunity product, custom object-shipment status

116. Sales representatives at Universal Containers log Activities on Accounts, Contacts, and Opportunities. The sales manager wants to create a report to see all Activates on all of the Accounts that the manager owns, including Activities on Contacts and Opportunities.

Which report should be recommended to the sales manager?

I. Activities report on accounts the manager owns
J. Activities report on accounts, contacts, and opportunities the manager owns
K. Activities report on accounts and contacts the manager owns
L. Activates report on accounts and opportunities the manager owns

117. The sales teams at Universal Containers need to track partner relationships for each customer account. There can be many partners related to each customer account. Additionally, the following partner-to-customer relationship information needs to be tracked:

- Role of each partner
- Support product category of each partner
- Next step of each partner

What should a consultant recommend to meet this requirement?

A. Create a custom object for Partner relationships
B. Create partner custom fields on account
C. Use partner role functionality

D. Add partners to each customer account team

118. Universal publications are a publishing house that sells online subscriptions for its leading magazine. Customers can make a single payment, or set up to pay weekly, monthly or quarterly. Universal Publications wants to use opportunities to track and report on these subscription deals.
What should a consultant recommend to meet this requirement?

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

119. Universal Containers is undergoing a sales reorganization and wants to enable territory management. What should Universal Containers review before enabling territory management?
Choose 2 answers

A. Multi-currency and contracts
B. Account and opportunity sharing
C. Opportunities and forecasting
D. Quotes and orders

120. Universal Containers acquires Ales leads each year through trade show attendance by Ales sales and marketing employees. Occasionally, duplicate leads are generated when the marketing team imports leads that already exist in the system.
What should a consultant recommend to prevent duplicate leads in the system?

A. Upload the leads to Data.com to remove the duplicates and select the option to have them automatically imported
B. Upload the leads and click the "Find Duplicates" button for each of the leads to identify potential duplicate lead records
C. Upload the leads using Data Loader and enable the "Find Duplicates" setting to prevent duplicate records
D. Upload the leads using the Lead Import Wizard and select the appropriate field to match duplicates against existing records

121. The finance department at Universal Containers is noticing a decline in profitability, which they attribute to an excessive number of discounts on Opportunities. What can the finance department do to monitor and control Opportunity discounting?
Choose 2 answers

A. Ensure that sales management approves discount requests for each opportunity
B. Create a custom roll-up field to calculate the average product discount for each customer
C. Limit the number of discounted products that can be added to an opportunity
D. Run a report on opportunities showing list price and discounted price

122. Universal Containers has a lead qualification team that qualifies and converts leads into opportunities. During lead conversion, the new opportunity must be assigned to the account owner.
Which solution should a consultant recommend to meet this requirement?

A. Create a trigger on the opportunity
B. Create a workflow on the opportunity

C. Create an assignment rule on the account

D. Create an assignment rule on the opportunity

123. The sales manager at Universal Containers is concerned that the leads from the marketing department are outdated and poor quality.

What action should be taken to address this issue?

Choose 2 answers

A. Create a validation rule that prevents the lead from being converted without specific fields completed and train the users to enter all data accurately

B. Create a workflow rule to update the lead rating field based on the lead status field and use assignment rules to route leads to appropriate sales reps

C. Create a calculated field that scores leads based on lead attributes and use assignment rules to route leads to appropriate sales reps

D. Create lead assignment rules to assign leads to sales representatives based on the city and the state in which the lead resides

124. Universal Containers is purchasing smartphones and tablets for its global sales team members. Sales management wants mobile access to key functionality, including collaboration, customer management, and opportunity management.

What component of Salesforce Sales Cloud mobility should a consultant recommend to meet these requirements?

Choose 2 answers

A. Salesforce Touch

B. Native mobile applications

C. Visualforce for mobile

D. AppExchange mobile plugin

125. Universal Containers wants to restrict access to Accounts and Contacts. All users should be able to see all Accounts, but only edit the Accounts they own. Users should be able to edit only the Contacts for the Accounts they own.

To meet these requirements, what should be the organization-wide default access for accounts and contacts?

I. Set accounts to private and contacts to private

J. Set accounts to public read-only and contacts to private

K. Set accounts to public read-only and contacts to controlled by parent

L. Set accounts to private and contacts to controlled by parent

126. How can Chatter Free licenses be enabled to allow collaboration between the sales team and the customers during the sales process?

Choose 2 answers

A. Create Chatter Free users outside of a specified domain

B. Assign Chatter Free licenses to existing Salesforce users

C. Create new user and assign a Chatter Free license

D. Enable invitations and allow users to invite within a specified domain

127. The sales management at Universal Containers is reviewing the quality of Leads generated from marketing campaigns.

What information is available to assist with this type of analysis?

Choose 2 answers:

A. Percentage of leads converted to opportunities
B. Average amount of time required to convert leads to opportunities
C. Average number of activities required to convert leads to opportunities
D. Percentage of leads that could not be contacted due to bad data

128. Universal Containers has configured a private sharing model for Accounts and Opportunities. As part of its sales strategy, each sales representative collaborates with the same set of individuals for each Opportunity.
What should a consultant recommend to grant sales Rep the appropriate access to an Opportunity?

A. Enable opportunity team selling and have each sales representative configure his or her default opportunity team
B. Create a public group for each team and have the sales representatives manually share the opportunity with their respective group
C. Enable Chatter and configure a customer Chatter group for the opportunity to allow collaboration on ideas
D. Create a trigger for each sales representative that would automatically share the opportunity with his or her default opportunity team

129. Sales representatives at Universal Software need to collaborate with customers on sales deals to gather requirements, analyse solutions, and deliver proposals. Universal Software wants to ensure that customers are fully engaged throughout each stage in the sales process.
What solution should a consultant recommend to facilitate collaboration with customers? Choose 2 answers

E. Share Chatter files with customers
F. Add customers to Salesforce as Chatter Free users
G. Allow customers to follow opportunities in Chatter
H. Invite customers into private chatter groups

130. A Sales Cloud implementation at Universal Containers requires a global design that involves multi-currency, multi-language, region specific sales processes and workflows.
Which factor is important for optimizing user adoption?
Choose 2 answers

I. Employing realistic training data in the corporate standard currency
J. Developing only a standardized, global training curriculum for all users
K. Customizing the training curriculum for each specific region
L. Communicating the training plan well in advance of training start date

131. Universal Containers manages opportunity forecasts using the standard forecast catalogue in Salesforce customizable forecasting. Each sales stage is aligned with a forecast category. When reviewing the forecast, Universal Containers wants the roll-up of just the opportunities that are in pipeline, best case, and commit.
What number in the forecast would provide Universal Containers with the appropriate information?

E. Pipeline + Commit
F. Pipeline
G. Pipeline+ Best Case
H. Pipeline + Closed/ Won

132. Universal Containers is devising a separate sales methodology to upsell service contracts to its existing customer base. The Company would like to track and report on these deals separately from other deals.
What should a consultant recommend to meet this requirement?

A. Create an opportunity record type and sales process for reporting on these deals
B. Add "upsell" as a stage and create a summary report by opportunity stage
C. Create a separate page layout and report to flag and report on these deals
D. Create a custom field on opportunity to flag and report on these deals

133. Universal Containers has a public Sharing model for accounts and uses the parent account field to create a multilevel account hierarchy. When viewing a parent account, the company would like to see the total value of open opportunities for all accounts in the hierarchy.
What solution should a consultant recommend to meet this requirement?

A. Define a workflow rule to update the custom field on the parent account with the total value of open opportunities from the child accounts
B. Create a roll-up summary field on the parent account showing the total value of open opportunities from the child accounts
C. Create a link on the account that opens a report showing the total value of open opportunities for all accounts in the hierarchy
D. Use Apex to update a custom field on the parent account with the total value of open opportunities from the child accounts

134. Universal Containers 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 relationships in Salesforce?

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

135. Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process.
What solution should a consultant recommend to meet these requirements?
Choose 2 answers:

A. Define sales processes to map to each opportunity record type
B. Create sales stages that align with opportunity record types
C. Define the default opportunity teams for each opportunity record type
D. Configure opportunity record types for each sales process

136. Universal Containers sells two product lines that each use a distinct selling methodology. Additionally, each product line captures different information that is used to sell the products.
What should a consultant recommend to support selling the two product lines?

E. Create one page layout, two sales processes, and validation rules to capture relevant opportunity information

F. Create two page layouts and two sales processes; assign them to the respective product lines to collect relevant information

G. Create two sales processes and two page layouts; assign them to two different opportunity record types for each product line

H. Create two page layouts, one opportunity record type, and one workflow rule to assign the correct page layout to the record type

137. Universal Containers uses an approval process on Opportunity to streamline approvals. Sales management needs to analyse the numbers of opportunities at each step in the approval Process.
What Solution will support this request?

E. Use a field update to capture the approval step on the opportunities for reporting

F. Create an opportunity with approvals report and filter by approval step

G. Add a roll-up summary field for approvals related to opportunities for reporting

H. Create an approval process report and group by opportunity and approval step

138. Universal Containers would like to associate some contacts with more than one Account (e.g. A contact is an employee of one account and on the boards of several other Accounts).
What solution should a consultant recommend to meet this requirement?

M. Add the contacts to the partner related list on the second Account

N. Clone the contact record and add to the 2^{nd} account

O. Associate the contact to other account using lookup field

P. Add the contact to the contacts role related list to the other account

139. Universal Containers does not have direct sales Team, its channel partner is responsible for selling and servicing Products. Over the past quarter, there has been an increased volume of leads. However vice president of the channels has been receiving many complaints from the partner on the poor quality of the leads and has noticed a significant drop in the lead conversion rate.
What should a consultant recommend to improve partner satisfaction with the Leads being shared?

Q. Assign all leads to partner channel manager to validate the lead data and manually assign to partners

R. Use the lead score on the find duplicate button and assign the lead with score in the high category

S. Create multiple validation rules to ensure that all fields on lead record are populated with data

T. Create a custom lead score field to assess Lead quality and assign the Leads that exceeds this score to partners

140. Universal Containers uses Salesforce for Outlook to synchronize contacts between Microsoft Outlook and Salesforce. The executive team wants to ensure that user's personal contacts in Microsoft Outlook are not synced with Salesforce.
Which solution should a consultant recommend to meet this business requirement?
Choose 2 answers

A. Train users to mark personal contacts as private in Microsoft Outlook and choose not to sync private contacts in Salesforce

B. Train users to assign personal contacts in Microsoft Outlook to the Don't Sync with Salesforce category

C. Train users to sync personal contacts in Salesforce using one-way synchronization from Salesforce to Microsoft Outlook

D. Train users to manually remove personal contacts from Salesforce after syncing with Microsoft Outlook

141. Universal Containers processes its orders through a separate system from Salesforce but would like to integrate the order history data into Salesforce. This would give sales representatives a view of all past orders by account.
Which solution should a consultant recommend?

A. Create an order history object with a relationship to accounts

B. Configure the quote object to hold the order history data
C. Create a closed opportunity record type for each order history record
D. Configure the opportunity history object to hold order history data

142. Universal Containers sells to a customer segment that has dozens of daily order and payment transactions. These customers have low credit limits which are closely monitored. At the time orders are accepted, management wants to check the customers available credit in Salesforce using information sourced from a third-party cloud application. What approach should a consultant recommend for this credit system Integration?

A. Create a web service using Apex to retrieve credit balances as needed
B. Create a data mapping in Data Loader for periodic manual credit uploads
C. Create a scheduled batch using Apex to retrieve credit balances each night
D. Create a daily job using the custom object import wizard to retrieve credit balances

143. What actions can a consultant take during the project planning phase to ensure client stakeholder goals are met? Choose 2 answers

A. Establish a stakeholder committee and meeting schedule
B. Create scheduled dashboard to be sent weekly to all stakeholders
C. Acquire the client stakeholders' key performance indicators
D. Ensure the project key performance indicators are profitable

144. Universal Containers wishes to implement a sales methodology that focuses on identifying customer's Challenges and addressing them with its offerings.
Which sales methodology is described above?

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

145. Universal Containers uses contracts in Salesforce to record fixed pricing structures from dosed/won opportunities. The contracts expire throughout the year. To ensure the company is not missing Potential renewal revenue, sales management wants to implement the following Process.

⇨ 30 days before a contract is due to expire, a lead is automatically created with contract renewal as the source.
⇨ All leads go to a pre-sales team who qualify and convert them to opportunities.
⇨ When leads are converted to opportunities and closed/won, an alert is sent to the account team.

What features of Salesforce should a consultant use to meet this requirement?

M. Workflow, reports, queues, and lead assignment
N. Apex, workflow, lead assignment, and queues
O. Lead assignment, Apex, and opportunity assignment
P. Reports, data loader, queues, and opportunities

1. UC wants to improve sales productivity in inside sales and it has been advised to consider Salesforce Console for Sales. Which use case would justify this recommendation? 2answer.

a)Need to prioritize search results for contacts and opportunities.
b)Need to chart with customers in real time with Chatter.
c)Need to add notes quickly or log activities for each record.
d)Need to see records and their related items as tabs on one screen.

- *Easily spot important fields on records.*
- *Limit switching between pages.*
- *Use keyboard shortcuts to perform actions.*
- ***Quickly jot notes or log interactions for each record**.*
- ***See records and their related items as tabs on one screen so that you never lose context or navigate too far from a record**.*
- *See visual indicators in real time when lists and records are changed by others.*
- *Solve cases by quickly scanning Salesforce Knowledge articles.*
- *Manage incoming or outgoing calls using a **SoftPhone.***
- *Chat with customers in real time by integrating with Live Agent (**Service Cloud only**).*

2. Universal containers allow its sales representatives to negotiate up to 5% discount for their opportunities. Discounts greater than 5% must be sent to their regional sales manager (RSM) for approval, discounts greater than 15% must also be sent to the regional vice president (RVP) for approval.Which approach would satisfy these requirements?
a) Create two step approval process for the RSM and RVP as approvers.
b) Configure an approval process for RSM and configure a workflow rule for RVP
c) Create two approval process , one for RSM and RVP.
d) Configure a workflow approval task and email to notify RSM and RVP.

3.What action can a consultant take during the project planning phase to ensure client stakeholder goals are met? 2ans
a)Create scheduled dashboard to be sent weekly to all stakeholders
b)Ensure the project key performance indicators are profitable
c)Establish a stakeholder committee and meeting schedule
d)Acquire the client stakeholder’s key performance indicators
***Create your reports -** We recommend that you start with the standard reports and customize them as needed to show the information you defined in the planning stage. You can easily customize reports to include any custom fields you need. Set up usage reports and use adoption dashboards to track progress right from the start. You’ll find adoption dashboards on the AppExchange. Use these dashboards to track login activity and new records added by users—both are a good start in ensuring users are logging in and beginning to use the application*

4. UC has launced an initiative to increase the number of leads being qualified each week, the number of activities being created for each opportunity, and the opportunity win rate. The VP of Sales would like to receive a daily update on the progress being made towards these goals. What solution should a consultant recommend to accomplish this?

a)Build three reports for the lead, activity, and opportunity information; add them to a dashboard to be emailed daily to the VP of Sales.

b) Build three reports for the lead, activity, and opportunity information; have them automatically refreshed daily.

c) Build a joined report to show the lead, activity, and opportunity information; schedule it to emailed daily to the VP of Sales.

d) Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter.

For #1 I go with A. Easiest solution and when in doubt for anything related to Sr Mgmt, go with a dashboard instead. You think C, but a join report needs to join on something, and the only thing you could join it on here is User. It wouldn't give the information required

5. UC wants to restrict access to accounts and contacts. All users should be able to see all accounts, but only edit the accounts they own. Users should be able to edit only the contacts for the accounts they own. To meet this requirements, what should be the organization-wide default access for accounts and contacts?

a)Set accounts to private and contacts to controlled by parent.

b) Set accounts to private and contacts to private.

c) Set accounts to public read-only and contacts to controlled by parent.

d) Set accounts to public read-only and contacts to private.

6.A customer successfully place an order with UC for five widgets. The order is activated in Salesforce, and products are shipped to the customer. One week later, the customer returns one widget. What is an effective method of recording the return in Salesforce?

a)Create a custom field on the order product object.

b)Change the quality value on the order product to 4

c)Create a reduction order under the activated order

d)Create a new order product with quantity set to -1

This step is optional. If your organization supports reduction orders and a customer returns a product or requests a reduction of services, users can reduce an activated order

7. Universal Finance has two sales divisions. Sales Division A's customers are individuals: And Sales Division B's customers are businesses. Of Each division's sales representatives have their own user profiles and person accounts are enabled. Sales Division B's sales representatives should not be able to create person accounts; they should only be able to create business accounts. What solution should a consultant recommended to meet these requirements?

a) Remove person account record types from the Division 8 sales representative user profile.

b) Check the "disable person accounts" permission on the Division 8 sales representative user profile.

c) Use Divisions to hide person accounts from the Division 8 sales representative user profile.

d) Use field-level security to hide the "Is Person Account" Checkbox from the Division 8 sales representative user profile.

8. UC has a large sales department that is dispersed worldwide. Sales managers want greater visibility into the opportunities in progress with their respective teams and would like to receive email notifications when key opportunity fields are changed (e.g. amount or sales stage).

However, individuals would like to control the frequency of their email notifications. Which solution should a consultant recommend for this scenario?
a)Define a workflow rule and email task that is triggered when key field are updated to new value.
b)Configure the individual Salesforce for Outlook email settings to control notification frequency.
c)Configure Chatter and its related notification settings to provide relevant updates to interested sales managers.
d)Configure the opportunity teams for opportunities so that only interested sales user are receiving notifications.

9. . Sales Rep and Partners of UC constantly complain about the poor quality of lead data. Leads are owned by the VP of Marketing, who has established a task force and project to remedy the situation. Which approach should the task force consider to improve and maintain the quality of lead data? Choose 2 Ans
a) create WF notification when leads are created with poor quality data
b) Use Data. com to clean the existing lead data and new data going forward
c) Use Tools like the Lead Import wizard to identify and remove duplicates
d) Import the lead data using the Find Duplicate Wizard on the lead object
(visual workflow)

10. Universal Container generates the sales proposal for each opportunity and needs to share it with the customer. All members of the sales team are able to update and comment on the proposal. It is important that customer does not see the earlier version of the proposal or the team comments. Which solution should a consultant recommend to meet this requirement?
a) Upload proposal as Chatter file on the opportunity record and share with customer using a link.
b) Save the proposal as an attachment on the opportunity record and share with customer using with the link.
c) Save the proposal as chatter file on opportunity record and add the customer as follower.
d) Upload the proposal in the private chatter group accessible to the sales team and invite the customer to join.
With Chatter Files, you're able to share a link to the file with anyone inside or even outside your Salesforce organization. Simply open the File record you want to share, click "Share File" on the left side of the screen, then select "Via link."

11. Universal Containers has configured a private sharing model for accounts and opportunities. As part of its sales strategy, each sales representative collaborates with the same set of Individuals for each opportunity. What should a consultant recommend to grant sales Rep the appropriate access to an opportunity?
a) Enable opportunity team selling and have each sales representative configure his or her default opportunity team.
b) Create a public group for each team and have the sales representatives manually share the opportunity with their respective group.

c) Enable Chatter and configure a customer Chatter group for the opportunity to allow collaboration on ideas.
d) Create a trigger for each sales representative that would automatically share the opportunity with his or her default opportunity team

12. A premier customer for Universal Software needs access to confidential product roadmap information. To securely send this information using content delivery, what step should a sales representative take? Choose 2 answers
a)Remove access to the content after a specified date
b)Require the recipient to log in to salesforce to access the content
c)Require the customer to enter a security token to download the content
d)Require the customer to enter a password to view the content.
*A flag that indicates whether access to the content delivery will expire on the expiration date. In the create-delivery wizard, this flag corresponds to the checkbox next to the **Remove access to content** on field.*
If checked, the recipient must enter the provided password before viewing the content delivery. The password appears when the content delivery is generated and for the life of the delivery on the delivery detail page.

13. UC has enabled advanced currency Management. How the converted amount data reported on a report that specific time period when the exchange rates was different.
a) Converted amount are based on the exchange rates entered in the opportunity
b) Converted amount are based on the historical exchange rate associated with the close date
c) Converted amount are based on exchange rates that use the most current entry
d) Converted amount are based on exchange rates that use the oldest entry
*By default only your **current** exchange rate settings in SFDC are used for converting ALL amounts; change an exchange rate, and all records, even closed Opportunities will show updated converted amount for secondary currency. **However, you can track historical exchange rates using Advanced Currency Management. When enabled by you, ACM allows maintaining of a list of exchange rates and which date ranges they apply to. Converted "Amount" field on Opportunity - regardless of stage - will display based on exchange rate for the given Close Date. Changing the Close Date will impact (converted) amounts if it changes to a different exchange rate period. NOTE: Dated exchange rates are not used in forecasting, currency fields in other objects, or currency fields in other types of reports*

14. UC Management wants to see forecast numbers by all sales reps and by multiple product groups. What should a consultant recommend to meet these requirements? 2answ
a) Implement Collaborative Forecasting with quota attainment
b) Build a forecast list view by product family group
c) Build a custom forecast report showing product groups
d) Implement Collaborative Forecasting with product family

15. UC to plans implement to implement lead management functionality for channel sales repetitive who needs to push pre-qualify lead to their partner. Partners need the ability to

access and update the lead assigned to them. What solution should a consultant recommend for the scenario?
a) Create a task for the partner when a new lead is created and assign it to partner in the Partner Community.
b) Configure a separate lead record type and page layout for the partner community.
c) Create a customized Site where partner can self-register and access lead
d) Add the lead tab to the Partner Community and configure partner profile to access leads
Add tasks to leads or opportunities to remind your partner users of particular tasks you would like them to perform
Assign partner leads to a single partner user (for example, a sales manager) in the partner account to enable that person to manage lead assignment for the partner users in that account.

16. UC wants to prevent sales users from modifying certain opportunity fields when the sales stage has reached Negotiation/Review. However, sales directors must be able to edit these opportunity fields in case last minute updates are required. Which solution should a consultant recommend?
a)Modify the profile for sales directors to enable the "Modify All" object permission for opportunities.
b)Create a workflow rule to enable field access for sales directors based on the sales stage.
c)Create a validation rule to enforce field access based on the sales stage and profile.
d)Change the field-level security for sales representatives to restrict field access based on the sales stage.
write validation rules to prevent users other than sales directors to edit those fields

17. When enabling multiple currencies, what feature is enabled on all opportunities? 2answers.
a)The selected currency is used for the Amount (Converted) field.
b)Currency must be specified for the opportunity.
c)The selected currency is used for the Amount field.
d)User's default currency overrides the specified opportunity currency
Your team's forecast amounts are converted and rolled up to the managers personal currency. Opportunities in different currencies will be converted to your personal currency for display. Amounts in the opportunities are not affected. All amounts in your forecast are shown in your personal currency
Every record has a currency field that determines the currency type for amounts in that record All currency amounts display in the records currency and are also converted to the personal currency of the record owner based on conversion rates (entered by administrator)
Amounts such as Annual Revenue will display in euro as well as in your personal currency

18. Universal publications are a publishing house that sells online subscriptions for its leading magazine. Customers can make a single Payment, or set up to pay weekly, monthly or quarterly. Universal Publications wants to use opportunities to track and report on these subscription deals. What should a consultant recommend to meet this requirement?
a) Enable schedules on product object.
b) Use assets with a lookup to opportunity object
c) Enable schedules on opportunity object
d) Use contracts with a lookup to opportunity object.

19. UC has org-wide default set to private .Sales representative owns an account and would like to collaborate with internal (...external) people from other department (marketing and other management.) What should a consultant recommend to ensure collaborating team member can report and access relevant data in salesforce?

a) Use account team to share records to relevant people

b) Use Opportunity team to share records to relevant people

c) Use chatter to share records with relevant people

d) Use custom sharing on account to share specific record.

Account teams are not the same as opportunity teams, although they share the same set of available team member roles. Account teams work together on accounts, while opportunity teams work together on opportunities

20. Sales representatives at UC log activities on accounts, contacts, and opportunities. The sales manager wants to create a report to see all activities on all of the accounts that the manager owns, including activities on contacts and opportunities. Which report should be recommended to the sales manager?

a)Activities report on accounts and opportunities the manager owns.

b)Activities report on accounts the manager owns.

c)Activities report on accounts and contacts the manager owns.

d)Activities report on accounts, contacts, and opportunities the manager owns

This is a dumb question, I go with d but I would never build this without more information. You also don't know what the role hierarchy looks like and whether child record information is shared that way.

21. UC uses product in salesforce and has private security model. The product management Employee do not have access to the opportunity but would like to track the performance of a new product after it is launched. What would a consultant recommend to allow the product management employee to track the performance of the product?

a) Create a trigger to set the product manager as owner for opportunity on the new product.

b) create a new product and add it to the price book with the product manager as the owner

c) create a trigger to add the product management team to the sales team of the relevant opportunity ????

d) Create criteria based sharing rule to add the product management team to relevant opportunity.

Criteria-based sharing rules provide access to records based on the record's field values (criteria). If the criteria are met (one or many field values), then a share record is created for the rule. Record ownership is not a consideration.

22. Universal Container has its sales representative enter a new lead whenever they are prospecting a new customer, when qualify the new lead, a new opportunity must be created to track the deal. What would a consultant recommend to enforce data quality and accuracy? ,..... 3 and

a) Create an apex trigger to perform data quality check.

b) Enable validation rule on opportunity

c) Map lead fields to corresponding opportunity field
d)Enable validation rule on lead
e)Enable lead conversion processes
If you are converting Leads and you wanted to enforce the Validation Rule, you need to enable "Require validation for Converted Leads"
When you convert a lead, the standard lead fields are automatically converted to the account, contact, and opportunity fields listed below. Custom lead fields are converted to custom account, contact, and opportunity fields as specified by your administrator.
Eu as alege a,b si d, pt ca ele se refera la data quality. Celelalte doua se refera la procesul de conversie

23. The finance department of UC is noticing a decline in profitability, which they attribute to an excessive number of discounts on opportunities. What can the finance department do to monitor and control opportunity discounting? 2answer.
a)Ensure that sales management approves discount request for each opportunity.
b)Create a custom roll-up field to calculate the average product discount for each customer.
c)Limit the number of discounted products that can be added to an opportunity.
d)Run a report on opportunities showing list price and discounted price.

24. UC has a lead qualification team that qualifies and converts leads into opportunities. During lead conversion, the new opportunity must be assigned to the account owner. Which solution should a consultant recommend to meet this requirement?
a)Create an assignement rule on the opportunity.
b)Create a trigger on the opportunity.
c)Create a workflow on the opportunity.
d)Create an assignment rule on the account.

25. UC wants to integrate a Sales Cloud solution with its accounting system. Which standard objects are likely to be used in the integration?
a)Accounts, contacts, and contracts.
b)Accounts, leads, and opportunities.
c)Accounts, contacts, and leads.
d)Accounts, cases, and leads.

26. The marketing manager at UC wants to leverage the power of Sales Cloud to support the sales funnel and has the following requirements: Monitor website traffic // Email a minimum of 1,200 leads per day // Capture customer satisfaction survey results via a web form // Understand the cost of marketing exercise versus sales activity. What should a consultant recommend to meet these requirements?
a)Use Site.com, campaigns, web-to-lead, opportunities, reports, and dashboards.
b)Use Communities, campaigns, web-to-lead, opportunities, reports, and dashboards.
c)Use an AppExchange marketing app, campaigns, campaign influence, web-to-lead, opportunities, and reports.
d)Use mass email,c ampaign, campaign influence, web-to-lead, opportunities, and reports

27. A customer needs chatter, custom console layout and custom branding for its mobile application
a)Mobile Classic
b)Chatter for Mobile
c)Custom mobile solution
d)Salesforce1

28. The management at universal container noticed that the lead conversion ratio has remained the same for the hospitality industry despite increase in lead creation. What steps can help determine the issue
a) Campaign dashboard by industry
b) Industry performance dash board
c) Report on lead by source.
d) report on lead lifetime by industry
as well as we need to know what is the lifetime of every lead based on industry. There is nothing related to lead source

29. UC is moving from a legacy customer relationship management (CRM) system to Salesforce Sales Cloud. What should a consultant recommend to ensure a successful implementation?
a)Review the current system with IT management to understand their requirements.
b) Review the current system with executive management to understand their requirements.
c) Review the current system with all levels of users to understand their requirements.
d) Review the current system and configure Sales Cloud to work in the same way.

30. UC has a large customer base of over 15,000 Accounts and 60,000 Contacts. The marketing manager wants to use the customer data for an upcoming new product launch but is concerned contacts may have moved to different organizations. What should a consultant recommend to ensure customer data is accurate?
a)Create a workflow rule to mass email the contacts and capture any email bounces.
b)Use a data enrichment tool to verify account and contact data is up-to-date.
c)Use a data cleansing tool and the Stay-in-Touch feature of Salesforce to email contacts.
d)Create a workflow rule for the account and contact owner to confirm contact data.

31. Resellers for UC need access to reports in the Partner Communities to help manage their opportunities. How should Salesforce be configured to give resellers the correct level of access to reports?
a)Create the appropriate list views and report folders in the Partner Communities for all partner users.
b)Create a Chatter group that allows partners to post links to appropriate list views and reports.
c)Create a new tab in the Partner Communities to display the appropriate list views and report folders.
d)Create the appropriate list views and report folders, and share with all partner users.

32. UC wants to record information about the conferences it holds and people who attend them. An attendee could potentially attend multiple conferences. The company would like to display

this information on the contact layout using the standard configuration. How should the system be designed to meet the company's requirements?
a)Create a custom object for conferences and a custom object to record attendee information.
b)Utilize Campaigns for conferences and add Campaign Members to record attendee information.
c) Utilize Campaigns for conferences and a custom object to record attendee information.
d) Create a custom object for conferences and a custom lookup field to conferences on Contacts.

33. Universal Containers purchased a new marketing database list and wants to use it to run an email campaign for the launch of a new product. The sales team will be responsible for evaluating the respondents and identifying the decision maker before going through the sales process with a prospect. What steps should a consultant recommend in this scenario?
a) Create both account and contact records, then associate the contacts to the campaign.
b) Create a campaign, associate the leads to the campaign, and qualify the respondents.
c) Create leads, convert them to opportunities, and qualify the respondents on the opportunities.
d) Create a campaign, qualify the respondents, and create accounts and contacts.
you need people for a campaign

34. Universal Containers recently completed the implementation of a new Sales Cloud solution. The stakeholder committee believes that sales user adoption is best measured by the number of daily logins. What other measures of sales user adoption should be considered? Choose 2 answers
a) number of neglected opptys over time by role
b)overall effectiveness of mass email campaigns
c) number of reported to Excel for analysis
d) completeness of records entered into the new system;
The login rate is important, but it doesn't really show whether users are using the application to its fullest potential
Use the adoption dashboards available through the AppExchange to track login activity and new records
added by users. The most common measurement of adoption is the log-in rate, but it can't be the only
measure.
***Object ownership** – Track how many Accounts, Contacts, Activities, and Opportunities each user creates. Use these measurements to quickly identify reps who are not using Salesforce CRM correctly*
***Key performance indicators (KPIs)** – Get more targeted monitoring with KPIs. Good choices include*
Opportunities won, Opportunities lost, Loss by competitor, Average deal size, Sales stage duration,
Forecast accuracy, and Productivity.

35. Universal Containers implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners. How can this be accomplished?
a) Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.

b) Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.
c) Update the partner sales process to include stages for managing and submitting partner quotes.
d) Enable quotes and content in the partner portal to allow partners to store their PDF quotes.
how to implement quoting functionality to partners. This can be can done by granting partner access to Quotes and add the Quotes related list to the partner Opportunity page layouts

36. UC requires that each of its products is sold with 12 months of product maintenance. This is entered as a separate opportunity product line item on the opportunity. Once an opportunity is closed/won and the order has been shipped to the customer, the service manager manually records the maintenance line item in the assets object and sets an alert 90 days prior to the expiration date. What should a consultant recommend to streamline this process?
a)Request the sync order to asset feature from Salesforce to create an asset record once an opportunity is closed/won.
b)Install an AppExchange app or create a trigger to automatically create an asset record once an opportunity is closed/won.
c)Turn on the sync asset feature from the asset settings to create an asset record once an opportunity is closed/won.
d)Create a trigger on the asset object once an opportunity is closed/won, and add a button to the opportunity page layout.

37. UC North American and European sales teams have different business requirements related to creating new opportunities in Salesforce. As a results, each team must complete a set of geographically-specific fields relevant only to their team as well as common fields that both teams complete. Additionally, each team should NOT be able to report on the other's region-specific fields. What solution should a consultant recommend to satisfy this scenario?
a)Build a custom object with private sharing to capture the additional fields as a separate record.
b)Utilize Visualforce to build an opportunity page that dynamically checks the user's region to determine which fields to display.
c)Implement field-level security to allow access to fields for the respective regional sales teams.
d)Create separate page layouts and record types for each of the regional sales teams.
To specify the fields that users can access, you can use field-level security.

38. UC currently uses the customizable forecasting feature. A sales representative at UC has four opportunities for the current quarter that are detailed below:

-$3,500 opportunity in the Best Case forecast category.
-$2,000 opportunity in the Commit forecast category
-$1,000 opportunity that has been closed/won
-$1,000 opportunity that has been lost.

What is the sales representative's Best Case forecast for the current quarter?

a)$2,000
b)$3,500
c)$6,500
d)$5,500

The Best Case forecast is a sum of Closed Won + Commit + Best Case (the only things it excludes are Closed Lost and Pipeline)

39. UC wants to improve the information profile of its current contacts in salesforce by using social networking applications (e.g. LinkedIn and Twitter) to add to the information currently gathered for accounts, contacts, and leads. What should a consultant recommend to meet this requirement?
a)Define the social network fields and enable them on account, contacts, and leads.
b)Create custom fields that hold URL links to social profiles for accounts, contacts, and leads.
c)Enable the Salesforce to Social Network API connection to sync records.
d)Enable Social Accounts and Contacts to link records to social profiles.

40. The sales management team at Universal Containers wants to monitor the progress of high-value sales deals and enable collaboration with cross-functional teams to help remove any obstacles. Which feature should a consultant recommend to meet these requirements? Choose 2 answers:
a) Enable Big Deal Alerts
b) Enable Chatter feed on similar opportunities
c) Allow Chatter feed tracking on opportunities.
d) Use opportunity update reminders.
As per my understanding, Answer should be A and C. Because High value deals progess can be monitored using Big deal alerts. And From B, and C I will say right answer is C. Because if you enable feed on Opportunities, it will be enabled for all opportunities..Not only similar opportunities.. Am I right?
perfect, good reasoning

41. The sales manager at UC is concerned that the leads from the marketing department are outdated and poor quality. What action should be taken to address this issue? 2answer.
a)Create a validation rule that prevents the lead from being converted without specific fields completed and train the users to enter all data accurately.
b) Create a calculated field that scores leads based on lead attributes and use assignment rules to route leads to appropriate sales reps.
c) Create lead assignment rules to assign leads to sales representatives based on the city and state in which the lead resides.
d) Create a workflow rule to update the lead rating field based on the lead status field and use assignment rules to route leads to appropriate sales reps.
If validation and triggers for lead convert are enabled in your organization, then converting a lead can trigger a workflow action on a lead. For example, if there is an active workflow rule that either updates a lead field or transfers the owner of a lead, that rule can trigger when the lead is converted, even if the lead isn't visible on the Leads tab as a result of the conversion. ***If a workflow rule creates a new task as a result of a lead conversion, the task is assigned to the newly created contact and related to the associated account or opportunity.***

42. The UC credit department uses a third-party application for credit ratings. Credit department managers need to launch an external web-based credit application from a customer's account record in Salesforce. The application uses a credit ID on the account object. What should a consultant recommend to meet this requirement?
a)Create a custom credit ID field as an external ID on the account to launch the credit application and pass the credit ID.
b)Create a custom button that calls an Apex trigger to launch the credit application and pass the credit ID.
c)Create a formula field that uses the hyperlink functions to launch the credit application and pass the credit ID.
d)Create a workflow rule to launch the product fulfillment application and pass the credit ID.
Visual workflow ????

43.UC has recently started using forecasting in collaboration with sales stage to better understand its pipeline. All sales reps have submitted their forecast numbers for approval. The VP of sales is reviewing the forecast and sees that the open opp pipeline report contain a total amount of $25,000. The VP of sales then notice that there is $15,000 that is not included in the pipeline forecast summary. What should a consultant suggest as a possible reason for exclusion.
a)The $15,000 is business that is in the best case category, which is excluded from the pipeline forecast summary
b) The $15,000 is business that is in the commit category, which is excluded from the pipeline forecast summary
c) The $15,000 is business that is to new and has been assigned to the omitted forecast category
d) The $15,000 is business that has already been lost and therefore is excluded from the pipeline forecast summary

44. UC has many customers that repeat the same purchase on a regular basis. These customers are classified as a repeat account type. Sales management wishes to use Salesforce to automate repeat opportunities. What should a consultant recommend to meet this requirement?
a)Configure a workflow rule for repeat accounts that insert a copy of an opportunity for sales representative when it reaches closed/won stage.
b)Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity repeat accounts when it reaches closed/won stage.
c) Develop an Apex trigger for repeat accounts that insert a copy of an opportunity for sales representative when it reaches closed/won stage
d) Configure a workflow rule for repeat accounts that send a reminder task to the sales representative to create new opportunity when it reaches closed/won stage.

45. What feature of Work.com can managers use to help sales representatives meet their quotas? 2answer.
a)Coaching dashboards to monitor progress.
b)Coaching feed visible to entire sales teams.
c)Coaching plans to help the sales reps drive results.
d)Coaching feedback that automatically adjusts goal.

46. Universal Containers has a complex sales process that requires two different sets of sales stages for opportunities with an opportunity amount above or below USD $100,000. What should a consultant recommend to meet this requirement?
a) Create one sales process and a validation rule that evaluates opportunity amount to determine the appropriate sales stage.
b) Create two sales processes, two opportunity record types, and a workflow rule triggered by the opportunity amount.
c) Create two sales processes and a workflow rule triggered by opportunity amount to assign a sales process.
d) Create two sales processes, two opportunity record types, and a workflow rule triggered by sales stage.

47. The marketing department at UC is migrating from its legacy campaign and email management system to Salesforce and wants to ensure that its communication materials can be migrated as well. What should a consultant recommend to migrate the marketing department's email template?
a)Manually recreate the email and mail merge templates in Salesforce.
b)Enable Email to Salesforce before sending email templates to Salesforce.
c)Create an email template change set or use the Force.com IDE.
d)Enable Email-to-Case and use the Import Wizard.

48. What is a benefit of enabling Territory Management? Choose 2 answers.
a)Ability to include opportunities in more than one territory
b)Support for complex and frequently changing sales organizations.
c)Ability to expand a private sharing model using account criteria.
d)Ability to override account sharing rules based on territory membership.
Key benefits of the Salesforce Territory Management feature include:
The ability to use account criteria to expand a private sharing model.
Support for complex and frequently changed sales organization structures.
Support for transferring users between territories, with the option to retain opportunities.
Multiple forecasts per user, based on territory membership.
Territory-based sales reports.

49. UC needs to show a dashboard with forecast by product family with quotas. What solution should a consultant recommend?
a)Customize quotas with product report, and add necessary fields.
b)Build a joined report with closed opportunities, forecasting items, and quotas.
c)Create an analytics snapshot to capture the opportunity forecast.
d)Build a custom report type with forecasting quotas with forecasting items.

50. UC marketing department runs many concurrent campaigns. It has specified that the influence timeframe for a campaign is 60 days. When a contact is associated to an opportunity in a contact role, what is the impact on the campaign influence for opportunities?

a)Campaigns in which a contact became a member within the last 60 days will be added to the campaign influence related list.
b)All contacts associated with campaigns will be added to the campaign influence related list.
c)All campaigns created within the last 60 days will be added to the campaign influence related list
d)Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list.
You can configure influential campaigns to be automatically added to opportunities. When automatic association is enabled, influential campaigns are added to opportunities when a campaign is related to a contact that is assigned a contact role on an opportunity prior to the close date of the opportunity. For example, if you have an email campaign with a member who is assigned a contact role on an open opportunity, the email campaign will be added to the Campaign Influence related list for that opportunity.
You can set a Campaign Influence Time Frame that specifies the maximum number of days between the campaign first associated date and the opportunity created date, during which a campaign is considered influential. For example, if you specify a Campaign Influence Time Frame of 15 days and one of your contacts becomes a member of a campaign on June 1, the campaign is considered influential to any opportunity that is created and associated with the contact by June 15. Use the association rules to configure additional criteria that campaigns must meet to be automatically associated to an opportunity.

51. UC is deploying a formal sales methodology while implementing salesforce. What should a consultant recommend to ensure the alignment of the sales methodology and Salesforce? Choose three answers:
a) Develop data integration between salesforce and the sales methodology database.
b) Embed custom components within Salesforce to support the sales methodology.
c) Configure Salesforce Standard and custom objects to support the sales methodology.
d) Override Salesforce user interface with the sales methodology user interface.
e) Consider available sales methodology AppExchange applications.

52. UC uses a seven-step selling methodology. Each stage corresponds with a step in the methodology. The first stage is a preliminary qualification step, and opportunities in this stage should not contribute to forecast. What should a consultant recommend for this scenario? 2answer.
a)Configure the first stage with the omitted forecast category.
b)Instruct sales user to enter $0 for the opportunity amount.
c)Assign 0% probability to the first sales stage.
d)Override the forecast to be $0 for first stage opportunities.
Get a developer org and try setting up a sales process. This will make much more sense

53. UC has configured Salesforce to store all individual consumer contacts under a single account called “Consumer”. The consumer business has grown to more than 500,000 contacts. Mass updates are no longer completed within the defined maintenance timeframe and an increased number of errors are being reported. What should a consultant recommend to improve system performance? 2answer.
a)Enable person accounts and migrate the contact data.

b)Remove the account assignment for all contacts.
c)Add an index to the account field on the contact object.
d)Ensure that no single account has more than 10,000 contacts.

54. UC has implemented account hierarchies with a private sharing model. A sales representative would like to give another user access to one of the accounts she owns and the three child accounts. How can the sales representative provide this access?
a)Add the user manually to the parent account team and each of the child account teams.
b)Add the user to each child account team; visibility will then roll up to the parent account.
c)Add the user to the account team on the parent account; the child accounts will inherit access.
d)Add the user to a public group for that account and share all child accounts to this group.

55. Universal Containers sells three unique products and each product has its own sales process. The company qualifies prospects for the three products in a consistent manner; however, once the customer has shown interest, the sales representatives must follow the relevant products sales process. What solution should a consultant recommend to meet these requirements? Choose 2 answers
a) Define sales processes to map to each opportunity record type
b) Configure opportunity record types for each sales process.
c) Create sales stages that align with opportunity record types.
d) Define the default opportunity teams for each opportunity record type

56. A Sales Cloud implementation at UC requires a global design that involves multi-currency, multi-language, region-specific sales process and workflows. Which factor is important for optimizing user adoption? 2answw.
a)Employing realistic training data in the corporate standard currency.
b)Customizing the training curriculum for each specific region.
c)Communicating the training plan well in advance of training start date.
d)Developing only a standardized, global training curriculum for all users.

57. Universal containers decided to use sales force for all of its sales automation. Its current sales database system has about 50 million records. These records, these records wee all migrated in to this database from other legacy system. After migration to sales force, universal containers wants to be able to search and cross - reference records with the original source system.What should consultant recommend to meet this requirement?
a) Use the standard external id field and map this to the current record ID value.
b) Use the standard external id field and map this to original record ID value.
c) Use a custom field named external id and map this to current record id value.
d) Use a custom external id field and map this to original record id value.

58. The sales manager at UC wants to be informed when a lead created from the “Contact Us” form on the corporate website has not been followed-up within 24 hours of being submitted. Which Salesforce feature should the consultant use to meet this requirement?

a)Send an email using time-based workflow
b)Notify using publisher action

c)Send an email using lead escalation rule
d)Notify using Chatter on leads.

59. Historically, Universal Containers has sold to shipping department contacts within its customer and prospect Accounts. It recently launched a new product line that will appeal to operations department Contacts.
What data enrichment can Data.com provide Universal Containers to expand its sales network? Choose 2 answers
A. Append qualification scores to operations leads
B. Add operations leads and opportunities
C. Add operations contacts to accounts
D. Add new operations prospect accounts
As per my understanding, data.com is used to get updated data.. e.g If you have an account, and you want to get some contacts specific departments, you can use data.com. But data.com can not give you leads or opportunites. So A and B are wrong. With that logic, I feel C and D are right answer. Is that correct? perfect, good reasoning

60. The sales management at Universal Containers is reviewing the quality of Leads generated from marketing campaigns. What information is available to assist with this type of analysis? Choose 2 answers:
A. Percentage of leads converted to opportunities
B. Average amount of time required to convert leads to opportunities
C. Average number of activities required to convert leads to opportunities
D. Percentage of leads that could not be contacted due to bad data
A – I can get to this for sure with a lead conversion percentage, no problem, there is a standard report type called Leads with Converted Lead Information that I can use. So this is correct
B – On the same custom report type there is a Conversion Date, but it doesn't care if you convert to an Opp or not. But you could easily measure that minus create date of leads for all leads that converted to an opportunity and get a value using ConvertedDate – CreatedDate. I'm torn on this one but leaning towards it
C – I don't think this can be done without a trigger to track number of activities. In general, an answer that involves a trigger is almost always wrong unless you are writing Dev501
D – The reason I put a maybe besides b above is that for this one, how are you tracking it? You don't know. Could it be done? Absolutely, I've done it before, but it's not as out of the box as b, which is why I think it isn't right. You have to include a field that is basically why was a lead rejected.
A and B require no new user fields, just a formula field. So I go with A and B

61. Universal Containers has a private sharing model and wants the ability to share documents related to an opportunity, such as contracts and proposals, with the field sales team (FST)
How can the documents be shared efficiently and securely?
a The documents should be uploaded to chatter files and shared with the field sales Organization.
b The documents should be uploaded to chatter files from the opportunity record.
c The documents should be emailed to the sales team on the opportunity record.
d The documents should be uploaded to a library that is shared with the field sales organization

62. Universal Containers manages its sales pipeline using Salesforce. However, when an opportunity moves to the closed list stage, the company would like to enforce that the expected revenue value be $O in reports.
Which solution should a consultant recommended to meet this requirement?
a• Define a workflow rule to set the forecast category to omitted when the opportunity stage is closed/lost.
b• Define a workflow rule to set the expected revenue field to $O when the opportunity stage is closed/lost.
c• Create a validation rule to verify that the forecast probability for dosed/lost opportunities is 0%.
d• Create a dependency between stage and forecast category to enforce the omitted value for closed/lost stages.
*Stage decides the value of probability and FC.However, user can override on record level. e.g. If stage is Stage1 and as per Stage field destination, Probability should be 10% and FC should be pipeline for stage1,but sales rep can change probability to 20% at record level and same is true for FC.and Expected revenue = Amount *Probability That means answer D is wrong. because even you define dependency, there is no guarantee, user will not override. A is also wrong as question is asking about Expected revenue to be 0 , not abt FC to be omitted. I just realised that B is also wrong as you can not update formula field using workflow. and expected revenue is a formula field. That means only right answer is C .*

63. If you have salesforce integration with a data warehouse.. what object is more important for pipeline visibility and product profitability reporting. Product or Product schedules?
Product schedules
Product Profitability would not care about the schedule unless they were considering time value of money, which I doubt is the intent of this question, that's going too far down the accounting stream.

64.Resellers for UC need access to reports in the Partner Communities to help manage their opportunities. How should Salesforce be configured to give resellers the correct level of access to reports?
a)Create the appropriate list views and report folders in the Partner Communities for all partner users.
b)Create a Chatter group that allows partners to post links to appropriate list views and reports.
c)Create a new tab in the Partner Communities to display the appropriate list views and report folders.
d)Create the appropriate list views and report folders, and share with all partner users.
Generally you are sharing already existing items with partners using public group sharing, not creating duplicates in the community

65. The sales teams at Universal Containers need to track partner relationships for each customer account. There can be many partners related to each customer account. Additionally, the following partner-to-customer relationship information needs to be tracked: Role of each partner • Support product category of each partner • Next step of each partner
What should a consultant recommend to meet this requirement?
a) Create a custom object for Partner relationships.

b)Create partner custom fields on account.
c) Use partner role functionality.
d)Add partners to each customer account team.
Custom solution

66. Universal Containers has set up a sales process that requires opportunities to have associated product line items before moving to the negotiation stage. What solution should a consultant recommend to meet this requirement? Choose 2 answers
a) Ensure that all sales reps have access to at least one pricebook when creating product lines
b) configure the opportunity record types to enforce product line item entry before selecting the negotiation stage
c) Configure a validation rule that tests the Has Line Item and Stage fields for the correct condition
d) Define a workflow rule that automatically defaults to a pricebook and product line item when selecting the negotiation stage
Product line items in Salesforce refers specifically to what you sell – taking into account quantity, product and price - and when you deliver them. Businesses selling large quantities of various different items with complex schedules of delivery – either with revenue or with the item itself – need to track this information. If, a year after the sale, a sales manager wants to look back and ask what was sold, how much of it and to whom, setting up product line items in Salesforce will be a tremendous asset.
Cerinta e sa aiba macar un produs adaugat pe o oportunitate cand se trece intr-un stage de oportunitate. Prin urmare e musai sa il fortezi pe user sa aleaga un produs, deci (b) e cu siguranta. Cea cu preturile (a) nu stiu daca e adevarata (asta depinde daca e nevoie sa ai un pret sau nu cand adaugi un produs pe produs ca sa puna pretul si pe oportunitate… se poate testa). Cred ca mai degraba e (c)… la feeling asta as lege…

67.A company wants to send an email promotion on a monthly basis to a list of 50,000 leads. What should a consultant recommend to meet this requirement?
a) Create a lead assignment rule to send the email monthly
b) Create an email alert workflow rule to send the email monthly
c) Use standard mass email tool on leads
d) Use an email execution vendor to send emails for marketing campaigns
Salesforce has partnered with a number of email execution vendors that can link directly with campaign management. ***Send email using an email execution vendor***
Corect, e limitat la 1000 pe zi, deci max 30000 pe luna

68.Universal containers has enabled social accounts and contacts, when a sales representative accesses a contact with in salesforce, the representative is unable to see detailed information from the contacts face book profile (Eg: contacts wall posting)What is preventing the sales representative from accessing detailed information on the contacts face book page.
a) The fields configured by universal containers administrator on the contact page layout are missing.
b) The information shown is based on the sales representative 's connection level with the contact on face book.

c) The link to the face book profile is not configured with the administrator password to access detailed information.
d) Universal containers must purchase the Facebook license to access public profile information to its users.
1. The user's social network connection to the contact
2. The contact's social network privacy settings
Cred ca raspunsul este b). Din cate stiu pt Facebook se ia informatia de la contactele tale iar pt Linkedin si Twitter se iau legaturile companiei. Poti sa verifici.

69. Sales management at Universal Containers is concerned that pipeline and forecasting reports are inaccurate because sales representatives are creating opportunities after they are closed/won. Which solution will help sales management identify and address the issue?Choose 2 answers
a) Create a workflow rule that automatically updates the opportunity to the first stage in the sales process
b) Create a report that displays opportunities that have a closed date less than or equal to the created date.
c) Run the opportunity pipeline standard report to view the upcoming opportunities by stage.
d) use a workflow rule to email sales management when the opportunity is created in the closed/won stage
you could set up an action to automatically send an email to your Director of Sales whenever an Opportunity is updated so that the Stage equals "Closed/Won,"
three steps that you need to complete in order to set up a workflow rule: select the object upon which the rule will operate, define the criteria that specify when the rule should run, and define the actions to take when the an updated record satisfies the criteria

70. What is a capability of Data Loader? Choose 2.
a) Ability to run one-time or scheduled data loads
b)Ability to prevent importing duplicates records
c) Ability to export field history data;
d).Ability to extract organization and configuration data.
You want to schedule regular data loads, such as nightly imports.
You want to export your data for backup purposes

71. What are the capabilities of Data.com Clean? (pick 3)
a) Can be used with both person and business accounts
b) Accounts must be cleaned before cleaning contacts, but leads may be cleaned either before or after cleaning accounts
c) Accounts, contact, and lead records can be selected from a list and cleaned all at once
d) Data.com can be configured to run automated Clean jobs to flag field differences and automatically fill blank fields
e) Individual records can be manually compared side-by-side with Data.com records and updated field-by-field
Select account, contact, and lead records from a list, and clean them all at once.
Your organization can also configure and run automated Clean jobs to flag field value differences on Salesforce records or automatically fill blank fields.

Manually compare individual Salesforce records side by side with matched Data.com records, and update Salesforce records field by field.

72. UC Requires its Sales Rep to go through an internal certification process to sell certain group of products. What could be done to prevent a Sales Rep from adding these products to opp. if they are not certified to sell them Choose 2 ans

a) Use a validation rule on Opp. Products to prevent them from adding products marked as requiring certification if they are not certified

b) Use Criteria based sharing rule on products marked as requiring certification to only share the products to users who are certified

c) Use a Separate Price book for the products requiring certification and only share the price book to users who are certified

d) US e a validation rule on products marked as requiring certification to prevent them from being added to an opp

there is no sharing rule available on Products

Sharing rules, cat am apucat sa vad si eu in cursuri, e modalitatea standard de a extinde (nu limita) accesul la mai multe inregistrari. In esenta, se poate face un sharing rule pt cei care au certificari si prin urmare ceilalti nu o sa vada. Ce nu stiu e daca "sharing rule" e ok pe produse. Nu cred ca e (a) pt ca nu stiu daca poti sa faci o regula de validare raportata la user (pt ca userul are sau nu certificarea), ci doar la inregistrarile curente. Poti sa le verifici pe amandoua.

73. What is a consideration when implementing Advanced Currency Management? (pick 3)

a) Currency roll-up summary fields from Opportunities to an Account use the static conversion rate

b) Advanced Currency Management dated exchange rates are automatically updated on a monthly basis

c) Currency roll-up summary fields from Opportunity Products to an Opportunity use dated exchange rate

d) The converted amount of an opportunity uses dated exchange rates based on the close date of the opportunity

e) Advanced Currency Management can be enabled or disabled in the organization under the company profile, if needed

Organizations with advanced currency management support roll-up summary fields between two advanced currency management objects. For example, roll-up summary fields are supported from an opportunity line object to its opportunity object, because both are advanced currency management enabled. However, if you enable advanced currency management, you can't create roll-up summary fields that calculate currency on the opportunity object rolling up to the account object, and you can't filter on the opportunity currency field on the account object.

Dated exchange rates are used for opportunities, opportunity products, opportunity product schedules, campaign opportunity fields, opportunity splits, and reports related to these objects and fields. Dated exchange rates are not used in forecasting, currency fields in other objects, or currency fields in other types of reports.

Campaign opportunity fields use dated exchange rates when calculating the amount in the campaign currency, but are not used when converting those amounts to the user currency.

Cross-object formulas always use the static conversion rate for currency conversion
With ACM, you can start tracking exchange rates when an opportunity closes, allowing you to accurately report opportunity converted amounts based on the exchange rate at the opportunity's close date while still keeping track of fluctuations after that point as well. Since these historic exchange rates are stored, all alerts and reports can include the opportunity amount based on the exchange rate at the close date rather than the exchange rate at the time that the report or alert is generated.
Nu cred ca poti sa faci roll-up intre doua obiecte diferite (Account si Oppty). (d) si (e) sigur sunt. La (c) nu sunt suta la suta convins, dar cred ca Opportunity Product e un copil a lui Oppty deci ar tb sa mearga.

74. How can you use Work.com to increase the productivity of your sales reps? (pick 2)
a) Feedback can be requested for the entire sales team
b) Coaching statistics can be linked to reports
c) Feedback can be given publicly or privately
d) Coaching goals can be linked to reports
Get 360-degree feedback from peers and managers
Align allows managers to create 1:1 coaching relationships that are tied directly to employees goals, allowing them to give valuable feedback
Performance Summaries, Coaching and Feedback are all features that allow for employees to keep information private.
With 360 feedback tools, you can also incorporate feedback from other team members and cross-department managers. Pull everything together in simple, clean performance evaluations. We would definitely recommend Work.com to companies looking to optimize employee performance.
Motivation across an organization is improved with meaningful public and private recognition features.
Aici chiar nu stiu… Poate sa fie si (a) si (c). Verifica daca poti sa ceri feedback la toata lumea sau daca poti sa dai feedback public/privat. Ceva nu se poate din astea. As crede ca (a). Deci cred ca e corect raspunsul.

75. Universal Containers does not have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, there has been an increased volume of leads. However, the vice President of channels has been receiving many complaints from partners on the poor quality of the leads and has noticed a significant (top in the lead conversion rate. what should a consultant recommend to improve partner satisfaction with the leads being shared?
a) Create multiple validation rules to ensure that all fields on the lead record are populated with data.
b) use the lead score on the find duplicate button and assign the leads with a score in the high category .
c) create a custom lead score field to access lead quality and assign the leads that exceed this score to partners.

d) Assign all leads to the partner channel manager and validate the lead data and manually assign to the partners.
Validation rules help improve data quality by preventing users from saving incorrect data.
Make fields conditionally required, depending on the value of another field
Ensure that numbers are within a specified range, such as discount is less than 30%
Enforce that date fields are the correct chronological sequence, such as start date is before end date

76. Sales representatives at Universal Containers want to share product specification documents with customers who do not have Salesforce access. These customers should only be allowed to preview the document in the browser without download permissions. What solution should a consultant recommend to meet this requirement?
a) Upload the file to documents and enable the externally available option.
b) Upload the file to Chatter files and disable the download delivery option
c) Upload the file to Chatter files and enable the password-protection option.
d) Upload the file to Content and disable the download delivery option.
Enable enhanced document viewer(Content) *- If this option is checked, an enhanced set of navigation and customization options are available for the document viewer. The document viewer allows users to preview a document without downloading*
Cred ca se merge si prin Content si prin Chatter… Nu stiu sa fi sincer care e varianta corecta… Oricum tre sa dai share si dintr-un loc si din altul, sa uploadezi si dintr-un loc si din altul… Incearca in aplicatie cu cele doua si vezi care ti se pare mai ok…

77. UC wants to improve accuracy of its current sales forecast. It also wants to improve the relevance of its sales stage and role they play in the sales process. How should the relationships between the various elements of the sales process be defined to meet these requirements?
a) Map forecast probability to opp. probability; assign appropriate sales stage
b) Map Sales probability values to forecast categories; assign sales stages accurate percentages
c) Map appropriate sales stage to opp. stage; assign accurate forecast probability
d) Map Opp. stages to forecast categories; assign accurate probability to each stage
Each value in the opportunity Stage picklist is automatically mapped to a Probability and value in the Forecast Category picklist. Change the Stage of an opportunity and the Probability as well as the Forecast Category changes with it.

78. A company has 2 lines of business: shipping and freight. The sales cycle for freight deals is more complex and involves more stages than the shipping sales cycle. Which solution should a consultant recommend to meet these business requirements?
Create different record types and sales process for each line of business, and...
a) ...assign different sales process to each page layout
b) ...assign different stages to each page layout
c) ...assign different page layouts to each record type
d) ...use workflow field updates to assign stages
The page layout to use for each record type. The page layout determines the buttons, fields, related lists, and other elements that users with this profile see when creating records with

the associated record type. Since all users can access all record types, every record type must have a page layout assignment, even if the record type isn't specified as an assigned record type in the profile.

79. Universal Insurance is a large insurance company with a customer base that includes both individual consumers and businesses. The company has implemented person accounts in Salesforce. It has a custom object for policies that needs to relate to both person accounts and business accounts.
a) Create a master-detail account relationship
b) Create a contact lookup field and an account lookup field
c) Create a master-detail contact relationship
d) Create a custom contact lookup field
This one is very confusing..I think it can be B ..but not sure..and have no solid reasoning. You have to know what person accounts are, but I would be shocked if this wasn't A. Person accounts are both an Account and a Contact, so an Account Lookup/Master-Detail will catch both Person Accounts and regular accounts

80. The shipping department at Universal Containers is responsible for sending product samples as part of the sales process. When an oppty moves to the "sampling" stage, Universal Containers wants an automatic email sent to the shipping department listing the products on the oppty. How can this requirement be met using a workflow email?
a)Create it on the opportunity using a Visualforce email template
b) Create it on the opportunity using an HTML email template
c) Create it on the opportunity product using a Visualforce email template
d) Create it on the opportunity product using an HTML email template.
Pretty sure this is visualforce – you are crossing objects to get Opp products
Nu stiu daca e Visualforce sau HTML template (cred ca e HTML, pt ca nu stiu ce e un Visualforce email template). In orice caz, se pune pe oportunitate, nu pe produsul poprtnitatii, pt ca vrei sa se trimita emailul cand oportunitatea ajunge la un stage si template-ul sa contina produsele. Deci oportunitatea e triggerul si produsele continutul

81. UC sells two products that each have a unique sales methodology. A few of the sales stages overlap between the selling methodologies, but are unique to just one of the methodologiesWhat element must be configured to support both selling methodologies Choose 3 ans
a) Two record type
b) Two set of opp. stages
c) Two Page layouts
d) Two Sales Processes
e) one set of opp. Stages

83. UC has a public sharing model for accounts and uses the parent account field to create a multi level account hierarchy. When viewing a parent account, the company would like to see the total value of open opp. for all accounts in the hierarchy. What solution should the consultant recommend to meet this requirement
a) Define Workflow rule to update the custom field on the Parent account with total value of Opportunities from the child accounts

b) Create a roll up summary field on the parent account showing the total value of open opportunities from the child accounts
c) Use Apex to update a custom field on the parent account with the total value of open opportunities from the child account.
d) Create a link on the account that open a report showing the total value of open opportunities for all accounts in the hierarchy
By creating a Cross-Object formula field, you can reference linked records up to 10 levels away.
You can create a custom report type on Accounts and then save the report type and edit it so that you can edit the layout. Once you click Edit Layout, on the right you'll see a hyperlink in a box, the hyperlink is called "Add fields related via lookup" click that then click on the hyperlink called "Parent Account" then check the parent account check box in the next screen and click on the "view related fields" hyperlink, and then click on Parent Account again, you can do this up to 5 times and then create the report using this report type in order to see the parent account hierarchy.
Cred ca e (d). Nu stiu care sunt limitarile SF in materie de roll-up si pe cate nivele merge, dar cred ca asta e o solutie decenta. Singura problema e cu Advanced Currency, pt ca nu cred ca merge la roll-up pe obiecte diferite. As merge pe raport.

84. Universal Containers sells products that require frequent collaboration with the same team of individuals who play a key role in closing deals. The lead sales representatives determines the level of access for each of the collaborating team members on an oppty. What solution should a consultant recommend to facilitate the collaboration of the lead sales rep and team members?
a)Define a sharing rule for each lead sales representative to assign appropriate access for all extended team members
b)Configure default opp teams for all lead sales representatives with team selling enabled
c)Create public groups for extended team members and allow the sales representative to assign manual sharing on their opportunities.
d)Enable Chatter to have the lead sales representative facilitate collaboration through sales team swarming.
Hmm. Merg si (b) si (c). Insa fiindca spune ca leadul de sales isi alege nivelul de acces, as crede ca nu e default opp team si sharing rule. Deci (c)

85.UC is planning to hire more sales representatives in response to three consecutive quarters of rapid growth. To optimize their sales impact, the sales management wants to develop a better sales territory structure. What data should the sales management team consider when developing the new sales territories?
a) Distance between customer headquarters and your sales reps
b) Average number of customers managed by a sales rep
c) Attributes needed to segment and categorize customers
d) Number of currencies needed to support each sales territory
Cred ca e correct

86. The members of an opportunity team at Universal Containers are working together to close an opportunity. The sales engineer on the team is having trouble keeping up with the most current quote. How can the sales engineer identify the opportunity's latest quote?
a) Reference the synced quote field on the opportunity record
b) Reference the last modified date on the quotes
c) Reference synced quote history on the opportunity
d) Follow the opportunity's quotes in Chatter
Quotes syncing lets you link a quote to the opportunity it was created from and synchronize all updates between the two records. An opportunity can have multiple quotes, but it can only sync with one quote at a time.
While a quote and an opportunity are synced, any addition or change to the list of products in one record syncs with the list of products in the other one. So adding a line item to a quote updates the synced opportunity's Products related list, and adding a product to the opportunity updates the synced quote's Quote Line Items related list. Product sorting also syncs between the two records. The quote and opportunity continue to sync each way until you stop syncing or delete one of the records.
You can sync quotes and opportunities that don't have any products. When you add a product to either record, it's automatically added to the record it's synced to
Nu stiu ce apare in aplicatie. Tre sa te uiti. La un prim feeling as fi ales (b). Nu am vazut nici un sync sa apara pe undeva. Daca apare, pp ca e ok synced, pt ca last modified nu inseamna ca e si ultimul quote… Am pus cu rosu doar ca sa verifici, pt ca e f.probabil sa ai dreptate…

87. UC uses product in salesforce and has private security model. The product management Employee do not have access to the opportunity but would like to track the performance of a new product after it is launched. What would a consultant recommend to allow the product management employee to track the performance of the product?
a) Create a trigger to set the product manager as owner for opportunity on the new product.
b) create a new product and add it to the price book with the product manager as the owner
c) create a trigger to add the product management team to the sales team of the relevant opportunity
d) Create criteria based sharing rule to add the product management team to relevant opportunity.
***Criteria-based sharing rules** determine whom to share records with based on field values in records. For example, let's say you use a custom object for job applications, with a custom picklist field named "Department." You can create a criteria-based sharing rule that shares all job applications in which the Department field is set to "IT" with all IT managers in your organization*
You can create criteria-based sharing rules for accounts, opportunities, cases, contacts, leads, campaigns, and custom objects. Criteria-based sharing rules are based on values in the records and not the record owners, a role or territory hierarchy still allows users higher in the hierarchy to access the records.
You can create up to 50 criteria-based sharing rules per object.
Exemple field type: Auto number; Checkbox; Date; Date/Time; Email etc
*Apex can be invoked through the use of triggers. **A trigger** is Apex code that executes before or after the following types of operations: Insert; update; delete; merge; upsert; undelete*

For example, you can have a trigger run before an object's records are inserted into the database, after records have been deleted, or even after a record is restored from the Recycle Bin.
You can define triggers for top-level standard objects that support triggers, such as a Contact or an Account, some standard child objects, such as a CaseComment, and custom objects.
There are two types of triggers: Before triggers are used to update or validate record values before they're saved to the database.
After triggers are used to access field values that are set by the system (such as a record's Id or LastModifiedDate field), and to effect changes in other records, such as logging into an audit table or firing asynchronous events with a queue. The records that fire the after trigger are read-only. Triggers can also modify other records of the same type as the records that initially fired the trigger. For example, if a trigger fires after an update of contact A, the trigger can also modify contacts B, C, and D. Because triggers can cause other records to change, and because these changes can, in turn, fire more triggers, the Apex runtime engine considers all such operations a single unit of work and sets limits on the number of operations that can be performed to prevent infinite recursion

88. Universal containers allow its sales representatives to negotiate up to 5% discount for their opportunities. Discounts greater than 5% must be sent to their regional sales manager (RSM) for approval, discounts greater than 15% must also be sent to the regional vice president (RVP) for approval.Which approach would satisfy these requirements?
a) Create two step approval process for the RSM and RVP as approvers.
b) Configure an approval process for RSM and configure a workflow rule for RVP
c) Create two approval process , one for RSM and RVP.
d) Configure a workflow approval task and email to notify RSM and RVP.
Approval steps assign approval requests to various users and define the chain of approval for a particular approval process. Each approval step specifies the attributes a record must have to advance to that approval step, the user who can approve requests for those records, and whether to allow the delegate of the approver to approve the requests. The first approval step in a process specifies the action to take if a record does not advance to that step. Subsequent steps in the process allow you to specify what happens if an approver rejects the request.

89. UC current solution for managing its forecasts is cumbersome. The Sales Managers do not have visibility into their teams forecast and are not able to update the forecasts. As a result, the managers are continually asking their sales representative to provide updated forecast data via email or phone. What should a consultant recommended to help UC improve the management of their forecasts?
a) Create forecast chatter groups where sales rep. can post and share their forecasts
b) Configure weekly customized forecast reports and dashboards to be emailed to Sales Managemen
c) Create a Forecast hierarchy and assign managers to the forecast manager role
d) Configure customizable forecast to give managers forecast override capabilities
*The **forecast hierarchy** is based entirely on the role hierarchy, but also specifies which users are forecast managers.*

For example, you might be a sales representative with no direct reports, so you can only view your own forecast. However, if your role changes and you become a sales manager, you could be added to the forecast hierarchy as a forecast manage
Users designated as forecast managers can view the forecasts and opportunities of users, including partner portal users, below them in the forecast hierarchy. Forecast managers can also adjust the forecasts of direct reports. Only managers who made an adjustment and those above them in the hierarchy can view the adjustment.
*When **customizable forecasting** is enabled for your organization, it automatically generates a forecast hierarchy based on your organization's role hierarchy. The forecast hierarchy becomes based on your territory hierarchy only when you enable territory management. To customize your forecast hierarchy:*

90. UC has set OWD to public read only for accounts, contacts and opportunities. Activities are set to be controlled by Parent. The ABC corporation account is owned by a sales user whose profile grants create, read, edit and delete access to accounts, contacts and opportunities. Based on this information, the owner of the ABC corporation account record has the rights to take which actions? Choose 2 ans
a) View, edit and delete activities owned by other users directly related to the account
b) Transfer ownership of related contacts and opportunities owned by other users
c) View, edit and delete related contacts and opportunities owned by other users
d) Share the account with other users through manual sharing and account teams
Incercat in soft.

91. Universal containers manages opportunity forecasts using the standard forecast categories in sales force customizable forecasting. Each sales stage is aligned with a forecast category. When receiving the forecast, universal containers wants the rollup of just the opportunities that are in pipeline, best case and commit.
a) Pipeline
b) Pipeline + bestcase
c) Pipeline + closed/won
d) pipeline + commit
***Best Case** includes amounts you are likely to close, closed/won opportunity amounts, and amounts in the **Commit** category.*

92. The management at universal container noticed that the lead conversion ratio has remained the same for the hospitality industry despite increase in lead creation. What steps can help determine the issue
a) Campaign dashboard by industry
b) Industry performance dash board
c) Report on lead by source.
d) report on lead lifetime by industry
Verificat in soft
Cred ca e corect

93. Universal containers wishes to implement a sales methodology that focuses on identifying customer's challenges and addressing them with its offerings. Which sales methodology is described above?
a) Solution selling
b) Target account selling
c) Direct selling.

d) Direct selling

***Solution Selling** for CRM supports the industry standard in sales execution process and includes insightful reports for mangers and sellers. Ready access to sales tools at your fingertips align sales process steps to specific outcomes.*

Solution Selling for CRM enhances and encourages the consistent use of Solution Selling, allowing sales professionals to:

·Understand and apply Solution Selling training immediately
·Effectively manage sales campaigns
·Better invest time and energy on the most qualified opportunities
·Shorten the sales cycle
·Win more business

Cred ca e corect. Solution selling este intradevar o metodologie pentru nevoile/problemele clientului

94. Universal Containers 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 relationships in Salesforce?
a) Add the related company to the first company's custom supplier lookup field as a value.
b) Add the related company to the first company's partner related list, with supplier as a value.
c) Add the related company to the first company's account team, with supplier as the role.
d) Add the related company to the first company's contact roles related list, with supplier as a value.
partner roles

95. Sales Management at UC would like to track the following information Number of Open Opp in the current quarter by Sales Representative, number of Closed Opp in the Last Quarter by Sales Rep. What should the consultant recommend to meet these requirements
a) Create a Dynamic Dashboard
b) Create a Summary report with Cross filters
c) Create a joined report
d) Create a reporting Snapshot
incercat in soft

96. A customer needs chatter, custom console layout and custom branding for its mobile application
a)Mobile Classic
b)Chatter for Mobile
c)Custom mobile solution
d)Salesforce1

97.UC uses a custom object name Insight, which is the child in a master-detail relationship with the OPP object. Sales teams use this object to create request for analysts who conduct supporting research regarding an opp. Sales teams use salesforce1 Mobile App and want to easily create new Insight records from their phones. What should a consultant recommend to meet this requirement?
a)Create a Visualforce page

b)Create a related list button
c)Create a custom object tab
d)Create a publisher action.
It is an advanced mobile application that will particularly benefit developers who would like to integrate Visualforce onto their end-users' mobile dashboard
By just clicking on the icon on the lower right side of the screen, the ***Publisher Action*** *interface will be shown to let you update your Chatter posts, create new records, new tasks, share a link, or even create a poll in just one interface; thus, minimizing clicks*
Visualforce page *could also be integrated in order to customize how you want your Publisher Action to work.*

98. Joe is the record owner of a lead. A lead sharing rule has been defined so that leads owned by Joe are shared with the public group called " Joe's team".When the lead is converted to an account, contact, and opportunity. Who will have access to these records assuming that a private sharing model is in place on these objects and there are no sharing rules defined for those objects?
a) Joe, all members of the public group, Joe's team will be able to access the three records.
b) Joe will be the only person who is able to access the account, contact, and opportunity records.
c) Joe, all members of the public group, Joe's team and any one above any group member in the role hierarchy will be able to access the records.
d) .Joe and any one above him in the role hierarchy will be able to access the three records.
Default, toti superiorii au acces la recordurile de sub ei din ierarhie. Nu cred ca se muta si sharing group cand se face conversia (nu vad de ce s-ar intampla asta), asa ca doar Joe o sa fie owner. Insa fiind el owner si avand vizibilitate pe record, toti superiorii lui pot sa vada recordul

99. Universal Containers is devising a separate sales methodology to upsell service contracts to its existing customer base. The company would like to track and report on these deals separately from other deals. What should a consultant recommend to meet this requirement?
a)Create an opportunity record type and sales process for reporting on these deals
b)Create a separate page layout and report to flag and report on these deals
c)Create a custom field on opportunity to flag and report on these deals
d)Add "upsell" as a stage and create a summary report by opp stage.
Record types allow you to offer different business processes, picklist values, and page layouts to different users. Record types can be used in various ways, for example:
-Create record types for opportunities to differentiate your regular sales deals from your professional services engagements and offer different picklist values for each.
-Create record types for cases to display different page layouts for your customer support cases versus your billing cases.
In momentul cand ai "separate sales methodology" automat ai alt " sales process"

100. Sales management wants product managers to become more involved with delayed sales deals. Product managers need to understand the details of specific deals, address product capability and roadmap questions with customers. What solution should a consultant recommend to help product managers engage in sales deals? (Pick 2)
a) Add opp team, product managers, and customers to libraries containing files relevant to sales deals

b) @mention product managers in Chatter posts on relevant sales deals
c) Use an assignment rules to notify product managers when opps are updated
d) Create a Chatter group to share product information with the sales team, product managers and customers

***Set up private Chatter groups** to function as virtual deal rooms. Team members can collaborate, share files, create meeting agendas, and strategize to win the account*
***@mentions** are a great way to get someone's attention. Quickly loop in product experts to answer questions, ensure that team members and executives are on the same page, and alert colleagues when you post an important new file.*

101. The sales management team of Universal Containers has noticed that opportunities are taking longer to close. Historically, it has taken 30 days for a new opportunity to be moved to closed/won. Recently, this time period has increased to 45 days. What analytics tool can the sales management team leverage to help determine the cause? Choose 2
a)Dashboard of opportunity stage duration
b)Report on campaign return on investment(ROI)
c)Dashboard of month-over-month trend of lead conversions
d)Report on the discount approval time for quotes.

102. Sales Rep and Partners of UC constantly complain about the poor quality of lead data. Leads are owned by the VP of Marketing, who has established a task force and project to remedy the situation. Which approach should the task force consider to improve and maintain the quality of lead data? Choose 2 Ans
a) create WF notification when leads are created with poor quality data
b) Use Data. com to clean the existing lead data and new data going forward
c) Use Tools like the Lead Import wizard to identify and remove duplicates
d) Import the lead data using the Find Duplicate Wizard on the lead object

***The standard tools used to create records** (import wizards, Data Loader, web-to-lead) are not designed to thoroughly manage data quality:*
-Import wizards have limited criteria to match duplicate records (e.g. name, email address) on import.
-Duplicate matching occurs only on one object (e.g. import leads will not match against contact records as well).
-Web-to-lead does not perform any duplicate matching.
***A few guidelines can greatly increase data quality in your org**:*
-Make sure your import files are clean (removed of duplicates, properly formatted, etc.) prior to importing data.
-Use the leads object to store lower quality or unverified data. Only lead that are qualified and of high data quality should be converted to accounts and contacts.
-Train users to search for existing leads/contacts prior to creating a new lead/contact.
-Train users to search for duplicate records prior to working with unverified data (e.g. web-to-lead submissions).
-Use required fields (either via field metadata or page layout), validation rules, filtered lookups, and other tools and features to ensure data is entered completely and formatted properly.
-Evaluate the use of third party tools to actively manage data quality.

103. Universal Containers is Preparing for the launch of its new Sales Cloud implementation to a global user base. With previous sales automation applications, the company had slow adoption of the new solution. What factor should be considered with the Sales Cloud deployment to help ensure adoption? Choose 3 answers
a) Management communications
b) Sales rep quota targets
c) Type of training delivered
d) Training in local language
e) Maintenance release schedule
Daca as stii raspunsul la intrebarea asta cu user adoption, as fi cel mai fericit om. Nu stiu care e modalitatea, dar asta as alege si eu

104. UC requires credit check for all opp greater than $50000. The credit management team members are all sales force users What should a consultant recommend to notify the credit manager that an opp. needs a credit check
a) Use WF to send an email to credit manager profile
b) Use validation rule to send an email to the credit manager role
c) Use an Apex trigger to create a task for the credit manager user
d) Use WF to assign a task to the credit manager user
Assign Credit Check for Customer
Assign the Accounts Receivable (AR) department ***a task*** *to check the credit of a potential customer 15 days before the opportunity close date if the amount is greater than $50,000.*

105. UC has configured a private Sharing Model with Opp. team selling enabled. The company allows its Sales Rep to add Sales Team members to their Opp. when necessary. As a result each sales rep has Opportunities they directly manage and opportunities on which they collaborate with other sales rep. Which data set filter on a single report would allow the sales representative to see all Opportunities they are involved with?
a) My Team selling and my Opportunities
b) My team Opp.
c) My Collaborative Opportunities
d) My Team selling shared Opps.
My Opportunities*: Searches ONLY the opportunities you OWN.*
My Team-selling opportunities*: Searches ONLY the opportunities where you are on the SALES TEAM.*
My Team-selling and my own Opportunities*: Searches BOTH the opportunities you OWN and the opportunities where you are on the SALES TEAM.*
My Team's Opportunities*: Searches ONLY the opportunities OWNED by you and the users who report to you in the role hierarchy.*
My Team's Team-selling and their Opportunities*: Searches the opportunities OWNED by you and the users that report to you in the role hierarchy, as well as opportunities where you or the users who report to you in the role hierarchy are on the SALES TEAM.*
All Opportunities: *Searches ALL visible opportunities.*

106. UC has as private sharing model for accounts and Opps. Each sales Representative is assigned to work with a dedicated Sales engineer. The Sales Engineer will need access to their assigned sales rep, accounts and Opp. What should a consultant recommend to meet this requirement
a) Have the sales representatives manually share the accounts and opps. with the assigned sales engineers
b) Create Criteria based sharing rules to share the accounts and Opp. to sales engineers
c) Create a trigger to add the sales engineers to their sales representative; account and Opp. team
d) Enable Account and Opp. Team selling and have each sales rep configure their default teams
For accounts, opportunities, and cases, record owners can use teams to allow other users access to their records. A team *is a group of users that work together on an account, sales opportunity, or case. Record owners can build a team for each record that they own. The record owner adds team members and specifies the level of access each team member has to the record, so that some team members can have read-only access and others can have read/write access. The record owner can also specify a role for each team member, such as "Executive Sponsor." In account teams, team members also have access to any contacts, opportunities, and cases associated with an account.*

107. During the Planning Stage of a project, what customer information should be requested to ensure requirements are successfully gathered. Choose 3 ans
a) List of Stakeholders with roles and titles
b) Org. chart with titles
c) Company financial information
d) Key reports from the current system
e) List of required Objects and fields

108. UC wants a website for a new product launch. The site should be publicly available, allow visitors to submit requests for information, and be managed by the non-technical marketing team.
a)Force.com Site
b)Salesforce1 Site
c)Site.com ?????
d)Customer Community
With Force.com sites functionality, you can build and run public, unauthenticated Web sites on the Force.com cloud platform.
*In App Launcher este si **site.com***

109. UC has extensive distributor and reseller community. to help and manage this partner network, the company is implementing Partner Community. What must be considered when setting up users? Choose 2 Answers
a) Partner Users are associated with the same set of profiles as internal users
b) Partner users can own account and Opp. records in Salesforce
c) Partner Users cannot receive emails generated through WF Actions
d) The Sharing Model should be re-evaluated when the Partner Community is enabled

If you have enabled a user as a delegated administrator, the user cannot create a external user unless at least one partner profile has been added to the Assignable Profiles related list and the user has the "Manage External Users" permission.
*The **Role** drop-down is read-only the first time you enable a contact as a partner or customer user for an account. The next time you enable a contact on this account as a customer or partner user, you can select a **Role** for the user.*
The available profiles for the partner user are limited to the Partner User profile or profiles that have been cloned from it. Unlike a standard user, the partner user role is automatically assigned based on the account name. The partner user role is a subordinate of the account owner's role, therefore, all data for the partner user role rolls up to the partner account owner's role. Keep in mind that if you disable a portal user, their partner user role becomes obsolete and their data no longer rolls up to the partner account role.
Partner users and contacts cannot be deleted. If you no longer want a partner user to have access to the portal, deactivate the partner user. Partner contacts cannot be owned by a non-partner account.

110. The sales representatives at Universal Containers use various email applications and often receive important customer emails while they are away from the office. Sales management wants to ensure sales representatives are recording email activity with customers in Salesforce while they are away from the office. What solution should a consultant recommend to meet this requirement?
a)Download and install a Salesforce universal connector for their smartphones and computers
b) Download and install a Salesforce for Outlook connector for their smartphones and computers
c)Copy and paste emails manually to the customer record in Salesforce from their smartphones and computers
d)Forward emails using their Email-to-Salesforce email address from their smartphones and computers
*If you use a company-provided or third-party email account, you can use Email to Salesforce to assign emails to leads, contacts, opportunities, and other records in Salesforce. When composing, forwarding, or replying to email, simply enter your Email to Salesforce address in the **BCC** field or any recipient field. Salesforce receives a copy of the email and, depending on your configuration, adds it to either the Activity History related list of the matching records or to the My Unresolved Items page, where you can manually assign it.*
After enabling Email to Salesforce, Salesforce creates a unique Email to Salesforce address for each user. To view their unique Email to Salesforce address and customize their settings, users can go to the My Email to Salesforce page in their personal settings

111. UC is following traditional Waterfall project delivery methodology. The Analysis phase is complete with the sign-off of the requirements. What action should the consultant take minimize the changes in scope during the design and build phase? Choose 2 ans
a) Update requirements based on feedback from key stakeholders
b) Map business requirements to the solution design
c) Obtain customer sign-off on solution design
d) Map solution design document to system test scripts

112.UC is planning to implement Salesforce Sales Cloud to support its professional services division. The UC sales team wants to easily see customer purchasing activity on account, contact, and contract detail pages. What should a consultant recommend to meet this requirement?
a)Create a global publisher action to view all customer purchasing activity
b)Create a custom object related to the account, contact, and contact objects
c)Enable Salesforce Console for Sales to see customer purchasing activity
d)Enable the Orders object in Salesforce to track customer purchases
*Use **orders** to track your customers' requests for products or services.*
An order *is an agreement between a company and a customer to provision services or deliver products with a known quantity, price, and date. Depending on your company's needs, your administrator might require orders to be added to a contract or allow them to be added directly to an account.*
For example, an Internet service provider may require customers to commit to a year of service. That company would require contracts as a reference for every order. On the other hand, a company that sells clothing might sell products in a single transaction. That company would associate each order directly with an account

113. UC would like to capture business sector information on a lead and deploy the information on the account and contact once the lead has been converted. How can these requirement be met
a) Create a Custom field on the Lead and Account Objects. Create a custom formula field on the contact object to pull the value from the Account Object
b) Create a Custom field on the Lead and Account Objects and configure mapping of these two fields for conversion . Create a custom formula field on the contact object to pull the value from the Account Object
c) Create a Custom field on the Lead and Account Objects and configure mapping of these two fields for conversion. Create a custom formula field on the Account object to pull the value from the Contact Object
d) Create a Custom field on the Lead, Account and Contact Objects and configure mapping of these two fields for conversion. Use a trigger to update the contact field with the Account values
Cred ca e (b), nu (c), pentru ca se creeaza un Account si respectiv se pune valoarea pe Account. Apooi tb configurat un field formula pe Contact ca sa ia valoarea de pe Account, nu invers. Atentie

114. UC forecasts and closes business monthly, and it needs to store the details of open oppty weekly. The Sales Management team wants to analyze how the sales funnel is changing throughout the month What should a consultant recommend to meet the requirement
a) Schedule a custom forecast report to run weekly and store the results in a custom report folder
b) create an analytic snapshot to run daily and store the results in a custom object
c) Schedule a custom forecast report to run daily and store results and store the results in a custom report folder
d) create an analytic snapshot to run weekly and store the results in a custom object
Pai zice ca fac weekly, deci si snapshotul ar tb sa fie tot weekly…

115. Universal containers sales team would like to track product shipment for each of its customers, the shipment tracking information is currently available in backend system which the company plans to integrate with salesforce. Which objects are relevant for this integration?
a) opurtunity, opportunity product, custom object-shipment status ????
b) Lead, opportunity, product, custom object-shipment status
c) Lead, account, opportunity product, custom object-shipment status.
d) Oppurtunity, opportunity product, contract, custom object-shipment status

117. Universal Containers wants to track the campaigns that influence won opportunities. Using standard functionality, what should a consultant recommend to meet this requirement? Choose 2 answers
a) Add campaigns to opportunities when the campaign is related to a contact that is assigned a contact role on the opportunity prior to the close date
b) Automatically add child campaigns of the primary campaign source if the child campaigns have an end date that falls before the opportunity close date.
c)Have representatives populate a field on the opp record with the dollar amount of the expected revenue from the campaigns that influenced the opp
d)Have the administrator specify a timeframe that limits the time a campaign can influence an opp after the campaign first associated date and before the opp created date.
You can set a Campaign Influence Time Frame that specifies the maximum number of days between the campaign first associated date and the opportunity created date, during which a campaign is considered influential.

118. Sales representatives at Universal Software need to collaborate with customers on sales deals to gather requirements, analyze solutions, and deliver proposals. Universal Software wants to ensure that customers are fully engaged throughout each stage in the sales process. What solution should a consultant recommend to facilitate collaboration with customers? Choose 2 answers
a) Add customers to Salesforce as Chatter Free users
b) Invite customers into private chatter groups
c) Allow customers to follow opportunities in Chatter
d) Share Chatter files with customers
Customer Groups allow companies using Chatter to collaborate with people outside their company in a private and secure way. Working with customers, prospects, and partners can get tedious when sharing presentations, multiple versions of documents, marketing videos, and real-time updates. These groups give your teams a secure workspace space to collaborate and share these materials so everyone involved is on the same page throughout the entire customer life cycle:
Work directly with your prospects to collaborate on RFPs, and gather requirements.
Ensure customer success and stay updated on customer progress after winning their business.
Give your customers a direct channel to give product feedback and get support.
Share files and collaborate on joint projects directly with partners.
Chatter External : *This license is designed to invite customers to Chatter groups. Customers are users outside of a company's email domain.Customers can access information and interact with users only in the groups they're invited to. They have no access toSalesforce objects or data*

*The **Chatter Free license** is designed for users who don't have Salesforce licenses but need access to Chatter*
Cred ca e corect cu (a) si (b)

119. universal containers sells two product lines that each use a distinct selling methodology, additionally each product line captures different information that is used to sell the products.What should a consultant recommend to support selling the two product lines.
a) Create two sales process and two page layouts; assign them to two different opportunity record types for each product line.
b) Create two page layouts and two sales processes; assign them to respective product lines to collect relevant information.
c) Create one page layout, two sales process, and validation rules to capture relevant opportunity information.
d) Create two page layouts, one opportunity record type, and one workflow rule to assign the correct page layout to the record type.

120. UC has automated the process of creating new account records in SF. All account records created through the process are owned by a generic user. There are now 2 million account records that have been created in this manner. UC is now seeing performance issues when it makes any changes to account sharing rules. What can UC do to address the issue without changing the integration
a) Ensure that the generic user has the Modify All Data permission
b) Set the OWD for account to Public Read/Write
c) Ensure that the generic user has not been assigned to a role
d) Contact SF Support to add an index to the account object
As zice ca userul generic nu trebuie sa fie asignat la un rol. Ideea e ca Sharing Rule-ul se ruleaza si modifica accesul la fiecare modificare de rol, pe toate inregistrarile. As zice (c) prin urmare…

121. The VP of Sales at UC wants to be able to see a visual representation of sales by month for each account in the Salesforce1 Mobile App. What should a consultant recommend to meet this requirement?
a)Create a dashboard component and use a Chatter feed on the account in Salesforce1.
b)Embed a chart on the account page; no other customization is needed.
c) Embed a chart on the account page and use a custom link to filter by account.
d)Create a Visualforce page with an embedded chart component for each account

122. Universal Containers has noticed a sizeable decrease in the number of sales representatives who are meeting their quotas. What should be evaluated to determine the cause of this decline?Choose 2 answers:
A. Percent of converted leads per sales representative.
B. Activity history report on open and closed opportunities.
C. Comparison report of forecasts versus converted leads.
D. Trending report on won versus lost opportunities