1. 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
   1. **Enable approvals by email for the approval process for high-value opportunities.**
   2. Schedule and email a report of all pending approvals to managers.
   3. **Allow managers to approve or reject approval requests from the Chatter feed.**
   4. Create a dashboard of pending approvals and add it to the Chatter feed.
2. Sales representatives at Universal Containers log activates 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?
   1. Activities report on accounts and opportunities the manager owns
   2. Activities report on accounts the manager owns
   3. Activities report on accounts and contacts the manager owns
   4. **Activities report on accounts, contacts, and opportunities the manager owns**
3. Universal Containers has three sales divisions: hardware, software and consulting. Hardware and software division follow ten steps sales process. The consulting division follow eight step division processes 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.
   1. **Create the record types.**
   2. Create separate stage fields.
   3. Create separate page layout.
   4. **Create sales process.**
   5. **Define stage picklist values.**
4. 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
   1. **Use manual sharing on account to share specific records.**
   2. Use Chatter to share records with relevant people.
   3. **Use account team to share records to relevant people**
   4. Use opportunity team to share records with relevant people.
5. 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?
   1. Conduct integration performance reviews.
   2. Conduct executive committee review.
   3. **Conduct end-to-end solution reviews.**
   4. Conduct data migration reviews.
6. 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?
   1. **Utilize Data.com to flag duplicates and update existing data.**
   2. Export contacts and accounts from Data.com and upload using data loader.
   3. Utilize data loader to export data and flag duplicate records.
   4. Export contacts and accounts from Data.com and upload using Excel Connector.
7. 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 USE) and the relevant country's currency. The VP of Asia Pacific Sales uses USE) as the default currency. What solution should a consultant recommend to meet this requirement?
   1. Create a dashboard and set the display currency to show all currencies for Asia Pacific.
   2. Create an opportunity revenue report for each country and use a Joined report to display values.
   3. Create a dashboard and a dashboard filter to only display Asia Pacific currencies.
   4. **Create an opportunity revenue report and include the amount and converted amount values.**
8. 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?
   1. User, Opportunity, Account, Contact, Lead.
   2. **User, Account, Contact, Opportunity, Lead.**
   3. User, Contact, Account, Lead, Opportunity
9. 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?
   1. Create two page layouts and two sales processes; assign them to the respective product lines to collect relevant information.
   2. Create two page layouts, one opportunity record type, and one workflow rule to assign the correct page layout to the record type.
   3. Create one page layout, two sales processes, and validation rules to capture relevant opportunity information.
   4. **Create two sales processes and two page layouts; assign them to two different opportunity record types for each product line.**
10. 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?
    1. Create a campaign, associate the leads to the campaign, and qualify the respondents.
    2. Create both account and contact records, then associate the contacts to the campaign.
    3. **Create a campaign, qualify the respondents, and create accounts and contacts.**
    4. Create leads, convert them to opportunities, and qualify the respondents on the opportunities.
11. 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?
    1. **The documents should be uploaded to chatter files and shared with the field sales organization.**
    2. The documents should be uploaded to a library that is shared with the field sales organization.
    3. The documents should be uploaded to chatter files from the opportunity record.
    4. The documents should be emailed to the sales team on the opportunity record.
12. 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:
    1. Percent of converted leads per sales representative.
    2. Comparison report of forecasts versus converted leads.
    3. **Activity history report on open and closed opportunities.**
    4. **Trending report on won versus lost opportunities**
13. 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?
    1. Lead assignment, Apex, and opportunity assignment.
    2. Workflow, reports, queues, and lead assignment.
    3. **Apex, workflow, lead assignment, and queues.**
14. 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?
    1. Create two sales processes, two opportunity record types, and a workflow rule triggered by sales stage.
    2. **Create two sales processes, two opportunity record types, and a workflow rule triggered by the opportunity amount.**
    3. Create one sales process and a validation rule that evaluates opportunity amount to determine the appropriate sales stage.
    4. Create two sales processes and a workflow rule triggered by opportunity amount to assign a sales process.
15. Need Access of Report in the partner Portal to help manage their opportunities.
    1. Option 2
    2. Option 3
    3. **Create the appropriate list view and report folder, and share with all partner users.**
    4. Option 4
16. UC 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?
    1. Create a custom field on lead and contact object, utilize a trigger to transfer the value after conversion.
    2. Create a custom field on lead and contact object; these fields will be mapped automatically during conversion.
    3. **Create a custom field on lead and contact object, configure mapping for these two fields for conversion.**
    4. Create a custom field on lead and contact object, advice user to select it for transfer during conversion.
17. 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?
    1. Upload the file to Chatter files and disable the download delivery option
    2. The file to documents and enable the externally available option.
    3. Upload the file to Chatter files and enable the password-protection option.
    4. **Upload the file to Content and disable the download delivery option.**
18. 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?
    1. **Develop an Apex trigger for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed /won stage.**
    2. Configure a workflow rule for repeat accounts that inserts a copy of an opportunity for the sales representative when it reaches closed /won stage.
    3. Develop an Apex trigger to set an opportunity revenue schedule that automatically sets up a new opportunity for repeat accounts when it reaches closed/won stage.
    4. 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.
19. UC wants to migrate accounts from the legacy system into Salesforce. Client want the unique Account Ids for the account records in the legacy system to be imported into the salesforce to allow the quality control comparison to be conducted after the migration is completed and facilitate future integration. What solution the consultants recommend to meet this requirement?
    1. Create a custom unique number field in salesforce and migrate the legacy account Id in this field.
    2. Ensure the names of Account Records are migrated correctly so the client can conduct proper quality control testing.
    3. Create a custom object called external Id and migrate the legacy system account Id data this custom objects.
    4. **Create a custom External Id in salesforce and migrate the legacy system Account Id into this.**
20. 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
    1. **Train users to assign personal contacts in Microsoft Outlook to the Don't Sync with Salesforce category.**
    2. Train users to manually remove personal contacts from Salesforce after syncing with Microsoft Outlook.
    3. **Train users to mark personal contacts as private in Microsoft Outlook and choose not to sync private contacts in Salesforce.**
    4. Train users to sync personal contacts in Salesforce using one-way synchronization from Salesforce to Microsoft Outlook.
21. Universal Containers (UC) and Global Shipping (GS) are affiliates of 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 for implementing Salesforce to meet these requirements?
    1. Set up a single instance for ABC Corporation and set up partner portals for UC and GS.
    2. Set up a single Salesforce Instance and maintain exclusive customer data using divisions.
    3. Use separate Salesforce instances and link shared records using a customer portal.
    4. **Use separate Salesforce Instances and link shared records using Salesforce to Salesforce.**
22. 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?
    1. **Modify the account plans object to be in a master-detail relationship with accounts.**
    2. Create a trigger on account plans that adds a manual share automatically to the account owner.
    3. Create sales team users with read access to the account plans object.
    4. Apply manual sharing to the account owner after each account plans record is created.
23. 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?
    1. **Create a web service using Apex to retrieve credit balances as needed.**
    2. Create a scheduled batch using Apex to retrieve credit balances each night.
    3. Create a data mapping in Data Loader for periodic manual credit uploads.
    4. Create a daily job using the custom object import wizard to retrieve credit balances.
24. 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?
    1. Allow the requestor to select the appropriate approver prior to submitting the record for approval.
    2. Automatically populate the delegated approver based on the requestors region and opportunity account type.
    3. Create a workflow approval task as the first step in the approval process to assign the approver.
    4. **Use Apex to populate a user lookup field for the approval process based on an approval matrix.**
25. The finance department of 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
    1. Create a custom roll-up field to calculate the average product discount for each customer.
    2. **Ensure that sales management approves discount requests for each opportunity.**
    3. **Run a report on opportunities showing list price and discounted price.**
    4. Limit the number of discounted products that can be added to an opportunity.
26. 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
    1. **Opportunities and forecasting**
    2. **Account and opportunity sharing**
    3. Quotes and orders
    4. Multi-currency and contracts
27. 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?
    1. Add the related company to the first company's account team, with supplier as the role.
    2. Add the related company to the first company's custom supplier lookup field as a value.
    3. **Add the related company to the first company's partner related list, with supplier as a value.**
    4. Add the related company to the first company's contact roles related list, with supplier as a value.
28. 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
    1. **Add operations leads and opportunities**
    2. **Append qualification scores to operations leads**
    3. Add new operations prospect accounts
29. 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
    1. **Configure the first stage with the omitted forecast category.**
    2. **Assign 0% probability to the first sales stage.**
    3. Override the forecast to be $O for first stage opportunities.
    4. Instruct sales users to enter SO for the opportunity amount.
30. 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?
    1. **Create an order history object with a relationship to accounts.**
    2. Create a closed opportunity record type for each order history record.
    3. Configure the opportunity history object to hold order history data.
    4. Configure the quote object to hold the order history data.
31. Universal Containers is purchasing smartphones and tablets for MS 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
    1. **Salesforce Touch**
    2. Visualforce for mobile.
    3. **Native mobile applications.**
    4. AppExchange mobile plugin.
32. 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?
    1. Use partner role functionality.
    2. Create partner custom fields on account.
    3. **Create a custom object for Partner relationships.**
    4. Add partners to each customer account team.
33. 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:
    1. **Opportunity currency is set to USD.**
    2. Price book entries are missing EUR prices.
    3. **Sales users default currency is set to USD.**
    4. Advanced currency management is deactivated.
34. The VP of Sales for UC wants a pipeline trending report that will be used for a monthly Sales forecast meeting. How can the sales engineer identify the opportunity's latest quote? What solution should a consultant recommend to meet this requirement?
    1. **Create a analytical snapshot to run monthly for opportunities by forecast Category.**
    2. Option 3
    3. Option 4
    4. Option 2
35. A sales representative at Universal Containers frequently has multiple quotes related to an opportunity. Which solution should a consultant recommend to manage the quotes?
    1. Click the Start Sync button on an opportunity to link it to a quote for an automatic synchronization.
    2. Update the quote line Item when a change is made to the opportunity product line items.
    3. **Click the Start Sync button on a quote to link it to the opportunity for automatic synchronization.**
    4. Create workflow rules on opportunity product and quote line items to keep them synchronized.
36. 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?
    1. Answers
    2. Chatter
    3. Solutions
    4. **Ideas**
37. 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
    1. **Invite customers into private chatter groups**
    2. Allow customers to follow opportunities in Chatter
    3. Share Chatter files with customers.
    4. **Add customers to Salesforce as Chatter Free users**
38. 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:
    1. **Average number of activities required to convert leads to opportunities**
    2. **Percentage of leads that could not be contacted due to bad data**
    3. Percentage of leads converted to opportunities
    4. Average amount of time required to convert leads to opportunities
39. 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?
    1. **Reference the synced quote field on the opportunity record.**
    2. Reference synced quote history on the opportunity.
    3. Follow the Opportunity’s quotes in Chatter.
    4. Reference the last modified date on the quotes.
40. A sales Rep in the universal won a sales deal and set the opportunity stage as Closed/Won. What impact will this change have on the opportunity in the forecast?
    1. **It will be associated with the Closed/Won forecast category and automatically contribute to the forecast.**
    2. It will be associated with the Closed/Won forecast category and will need to be added by the sales rep.
    3. It will be associated with the Closed/Won forecast category and will need to be committed by the sales rep.
    4. It will be associated with the Closed/Won forecast category and contribute to the forecast once approved with the manager.
41. 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
    1. Partners can see all opportunities created by Universal Containers on shared accounts.
    2. **Universal Containers can report on shared opportunities managed by partners.**
    3. Partners will be able to see all Chatter feeds on shared opportunities.
    4. **Partners can create and share opportunities associated to shared accounts.**
42. 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
    1. **Create a validation rule that prevents the lead from being converted without specific fields completed and train the users to enter all data accurately.**
    2. 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.
    3. **Create a calculated field that scores leads based on lead attributes and use assignment rules to route leads to appropriate sales reps.**
    4. Create lead assignment rules to assign leads to sales representatives based on the city and the state in which the lead resides.
43. Universal Containers implemented new quoting functionality for sales representatives and needs to enable the same functionality for its partners. How can this be accomplished?
    1. Enable quotes and content in the partner portal to allow partners to store their PDF quotes.
    2. Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.
    3. Update the partner sales process to include stages for managing and submitting partner quotes.
    4. **Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.**
44. UC 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 specialist to assist sales rep on deals. What should a consultant recommended to allow sales specialist to see account information and any opportunity information associated with the account?
    1. Assign the sales specialist to the same profile as Account owner.
    2. Assign the sales specialist to the same role in the role hierarchy as account owners.
    3. **Add the sales specialist to the account team and assign them read access to the opportunity.**
    4. Share opportunity manually with the sales specialist and assign them read access.
45. 25. Universal Containers has a private sharing model. Sales representatives are required to collaborate with the same grout/ 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?
    1. **Set up a default opportunity team for each sales rep that is automatically added to every opportunity.**
    2. Configure a criteria-based sharing rule to add sales team member records automatically.
    3. Add all team members to a private Chatter group for each opportunity.
    4. Configure a public group for each sales rep that is manually shared for each opportunity.
46. 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 $0 in reports. Which solution should a consultant recommended to meet this requirement?
    1. Create a validation rule to verify that the forecast probability for dosed/lost opportunities is 0%.
    2. Define a workflow rule to set the forecast category to *omitted* when the opportunity stage is closed/lost.
    3. Define a workflow rule to set the expected revenue field to $0 when the opportunity stage is closed/lost.
    4. **Create a dependency between stage and forecast category to enforce the omitted value for closed/lost stages.**
47. 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?
    1. **Create an approval process report and group by opportunity and approval step.**
    2. Create an opportunity with approvals report and filter by approval step.
    3. Use a field update to capture the approval step on the opportunities for reporting.
    4. Add a roll-up summary field for approvals related to opportunities for reporting.
48. 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?
    1. Use workflow to send an email to the credit manager profile.
    2. Use a validation rule to send an email to the credit manager role.
    3. Use an Apex trigger to create a task for the credit manager user.
    4. **Use workflow to assign a task to the credit manager user.**
49. Universal Containers has set the organization-wide default for accounts to private. Bill owns the Aare 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?
    1. Read-only on General Industries and read-only on Acme.
    2. **Read-only on Acme and no access on General Industries.**
    3. Read-write on Acme and no access on General Industries.
    4. Read-only on General Industries and read-write on Acme.
50. 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?
    1. **Enable opportunity team selling and have each sales representative configure his or her default opportunity team.**
    2. Enable Chatter and configure a customer Chatter group for the opportunity to allow collaboration on ideas.
    3. Create a trigger for each sales representative that would automatically share the opportunity with his or her default opportunity D. team.
    4. Create a public group for each team and have the sales representatives manually share the opportunity with their respective group.
51. 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
    1. Run the opportunity pipeline standard report to view the upcoming opportunities by stage.
    2. **Use a workflow rule to email sales management when the opportunity is created in the closed/won stage.**
    3. **Create a report that displays opportunities that have a closed date less than or equal to the created date.**
    4. Create a workflow rule that automatically updates the opportunity to the first stage in the sales process.
52. 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?
    1. Report on number of open quotes for opportunities.
    2. **Opportunity pipeline report by sales rep.**
    3. Campaign return on investment report
    4. Report on number of sales meetings completed by sales rep
53. 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?
    1. **Create campaigns for each channel with members and link child campaigns to a parent campaign.**
    2. Create a single campaign, add members, and set the status to active.
    3. Create campaigns for each channel, link them to a parent, and add members to the parent.
    4. Create a single campaign and add member statuses for each marketing channel.
54. Universal Containers has a large sales department that manages its individual deals through opportunities. The sales teams report to of their Regional Sales Manager (RSM) and the SMs 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?
    1. Create a public group that includes all of the sales team members and assign a sharing rule for opportunities.
    2. Set up automatic membership for the opportunity team members for each opportunity to the RSMs and VP.
    3. **Define roles for the sales team members, RSMs, and VP with the appropriate reporting relationships.**
    4. Create opportunity triggers to apply manual shares to the appropriate RSMs and VP.
55. 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?
    1. Set Account to private and contact to private.
    2. Set Account to public read-only and contacts to private.
    3. Set Account to private and Contacts to controlled by parent.
    4. **Set Account to public read-only and Contacts to controlled by parent.**
56. 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?
    1. **Add the user manually to the parent account team and each of the child account teams.**
    2. Add the user to the account team on the parent account; the child accounts will inherit access.
    3. Add the user to each child account team; visibility will then roll up to the parent account.
    4. Add the user to a public group for that account and share all child accounts to this group.
57. 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?
    1. Build a custom object with private sharing to capture the additional fields as a separate record.
    2. Utilize Visual force to build an opportunity page that dynamically checks the users region to determine which fields to display.
    3. **Implement field-level security to allow access to fields for the respective regional sales teams.**
    4. b. Create separate page layouts and record types for each of the regional sales teams.
58. UC has configured salesforce to store all individual consumer contact under a single account called "Consumer". The consumer business has grown to more than 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? Choose 2 answers
    1. **Add an index to the account field on the contact object**
    2. Enable person account and migrate the data
    3. **Ensure that no single account has more than 10000 contacts**
    4. Removes the account assignment for all objects
59. 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
    1. **Management communications**
    2. Maintenance release schedule
    3. Sales rep quota targets
    4. **Training in local language**
    5. **Type of training delivered**
60. Universal Finance has two sales divisions. Sales Division A’s customers are individuals: In 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?
    1. Use Divisions to hide person accounts from the Division B sales representative user profile.
    2. **Remove person account record types from the Division B sales representative user profile.**
    3. Check the "disable person accounts" permission on the Division B sales representative user profile.
    4. Use field-level security to hide the "Is Person Account" Checkbox from the Division 8 sales representative user profile.
61. 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?
    1. Send an email using lead escalation rule
    2. Notify using publisher action
    3. **Send an email using time based workflow**
    4. Notify using chatter on Lead
62. 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 has changed) what should a consultant recommend to ensure customer data is accurate?
    1. **Use a data cleaning tool and the stay-in-touch feature of salesforce to email contact**
    2. Create a workflow rule for the account and contact owner to confirm contact data
    3. Use data enhancement tool to verify that account and contact data is up-to-date
    4. Create a VF rule to mass email contacts and capture any email bounce
63. 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?
    1. **Campaigns in which a contact became a member within the last 60 days will be added to the campaign influence related list.**
    2. All campaigns created within the last 60 days will be added to the campaign influence related list.
    3. All contacts associated with campaigns will be added to the campaign influence related list.
    4. Sales reps can choose which campaigns created within the last 60 days should be added to the campaign influence related list.
64. 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
    1. **Employing realistic training data in the corporate standard currency**
    2. Customizing the training curriculum for each specific region
    3. Developing only a standardized, global training curriculum for all users
    4. **Communicating the training plan well in advance of training start date**
65. 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?
    1. Change the field label security for the sales rep to restrict field’s access based on the sales stage.
    2. Modify the profile for sales directors to enable the “Modify All” object permission for the opportunities.
    3. **Create a validation rule to enforce field access based on the sales stage and profile.**
    4. Create a Workflow rule to enable field access for the sales directors based on sales stage.
66. 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?
    1. Create two approval processes one for RSM and one for RVP.
    2. Configure an approval process for the RSM and workflow for the RVP.
    3. **Create two step approval processes for the RSM and RVP as approvers.**
    4. Configure a workflow approval task and email to RSM and RVP.
67. 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:
    1. **Allow Chatter feed tracking on opportunities.**
    2. Use opportunity update reminders.
    3. **Enable Big Deal Alerts.**
    4. Enable Chatter feed on similar opportunities.
68. 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?
    1. **Create a formula field that uses a hyperlink function to launch the credit application and pass the credit Id.**
    2. Create a custom button that calls an apex trigger to launch the credit application and pas the credit id.
    3. Create the workflow rule to launch the product fulfilment application and pass the credit Id.
    4. Create a custom Credit Id field as an external Id on the account object to lunch the credit application and pass the credit Id.
69. 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?
    1. Embed a chart on the account page and use a custom link to filter by account
    2. Create a of VF page with an embedded chart component for each account.
    3. **Embed a chart on the account page, no other customization needed**
    4. Create a dashboard component and use chatter feed on the account on Salesforce1
70. UC is moving their legacy CRM system to salesforce sales cloud
    1. review the current system with IT management to understand their requirement
    2. review the current system with all level of user to understand their requirement
    3. **review the current system with executive management to understand their requirement**
    4. review the current system with and configure sales cloud to work in the same way
71. 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?
    1. Define the social network fields and enabled then for account, contacts and leads.
    2. Enable the salesforce to Social network API connection to sync records.
    3. Create custom fields that hold URL links to the social profile of account, contacts and leads.
    4. **Enable social Accounts and Contacts to link records to social profiles.**
72. 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?
    1. Use the standard external Id field and map this to the original record Id value
    2. Use the standard external Id field and map this to the current record Id Value
    3. **Use a custom external Id field and map this to the original record id value**
    4. Use a custom field named external Id and map this to the current record Id Value
73. 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?
    1. Build a custom report type to display lead, activity, and opportunity information; have the VP of Sales follow the report on Chatter.
    2. Build three reports for the lead, activity, and opportunity information; have them automatically refreshed daily.
    3. Build three reports for the lead, activity, and opportunity information; add them to a dashboard to be emailed daily to the VP of Sales.
    4. **Build a joined report to show the lead, Activity and Opportunity information, scheduled it to email daily to VP of sales.**
74. 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:
    1. Override Salesforce user interface with the sales methodology user interface.
    2. **Embed custom components within Salesforce to support the sales methodology.**
    3. **Consider available sales methodology AppExchange applications.**
    4. Develop data integration between salesforce and the sales methodology database.
    5. **Configure Salesforce Standard and custom objects to support the sales methodology**
75. 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?
    1. Use contracts with a lookup to opportunity object.
    2. Enable schedules on opportunity object.
    3. **Enable schedules on product object.**
    4. Use assets with a lookup to opportunity object.
76. A customer needs chatter, custom console layout and custom branding for its mobile application
    1. Custom mobile
    2. chatter for mobile
    3. **Salesforce1**
    4. Mobile classic
77. 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
    1. Require the customer to enter a security token to download the content.
    2. **Require the recipient to log into Salesforce to access the content.**
    3. **Require the customer to enter a password to view the content.**
    4. Remove access to the content after a specified date.
78. UC wants to integrate the sales cloud solution with accounting system. What standard objects are likely to be used in the integration?
    1. Account, case and lead
    2. Account, contact and lead
    3. **Account, contact and contract**
    4. Account, lead and opportunity
79. 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.
    1. **Use campaign for conference and add Campaign member to record attendee information**
    2. Create a custom object for conference and a custom lookup field to conference on Contact
    3. Use campaign for conference and a custom object to record attendee information
    4. Create a custom object for conference and a custom object to record attendee information
80. 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?
    1. **Add the contact to the contacts role related list to the other account or opportunity**
    2. Associate the contact to other account using lookup field Opportunity.
    3. Add the contacts to the partner related list on the second Account.
    4. Clone the contact record and add to the 2nd account.
81. 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.
    1. create an opportunity list view and report folder, and share with all partner users
    2. create a chatter group that allows partner to post item appropriate list view and report
    3. **Create an opportunity list view and report folder in the partner communities for all partners**
    4. create a new tab in the partner communities to display the appropriate list view and report folder
82. 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?
    1. Upload the proposal in the private chatter group accessible to the sales team and invite the customer to join.
    2. Save the proposal as chatter file on opportunity record and add the customer as follower.
    3. Save the proposal as an attachment on the opportunity record and share with customer using with the link.
    4. **Upload proposal as Chatter file on the opportunity record and share with customer using a link.**
83. 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? Choose 2 Answers
    1. Build a custom forecast report showing product group
    2. **implement collaborative forecast with product family**
    3. **Implement collaborative forecast with quota alignment (....)**
    4. Create a forecast list view by product family groups
84. 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?
    1. create a new product and add it to the price book with the product manager as the owner
    2. create a trigger to add the product management team to the sales team of the relevant opportunity
    3. Create a trigger to set the product manager as owner for opportunity on the new product.
    4. **Create criteria based sharing rule to add the product management team to relevant opportunity.**
85. 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?
    1. **Use account team to share records to relevant people**
    2. Use Opportunity team to share records to relevant people
    3. Use custom sharing on account to share specific record.
    4. Use chatter to share records with relevant people
86. Marketing department at Universal container is migrating from legacy campaign and email management system to salesforce. They want to ensure that its communication material is migrated as well. What should consultant recommend to migrate the marketing departments email templates?
    1. Enable Email to case
    2. **Force.com IDE and Change set**
    3. Manually
    4. Enable Email to salesforce
87. 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.
    1. Converted amount are based on exchange rates that use the most current entry
    2. **Converted amount are based on the historical exchange rate associated with the close date**
    3. Converted amount are based on the exchange rates entered in the opportunity
    4. Converted amount are based on exchange rates that use the oldest entry
88. When enabling multiple currencies what feature is enabled on all opportunity? Choose 2 answers
    1. The selected currency is used for the Amount (Converted ) field
    2. User's defaults currency overrides the specified opportunity currency
    3. **The selected currency is used for the Amount field**
    4. **Currency must be specified for the opportunity**
89. 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:
    1. **Are commissions calculated by the number of territory to which a representative belongs?**
    2. Is your sales organization set up as a matrix or a tree'?
    3. **Does account sharing depend more on account traits than on ownership?**
    4. **Are there specific rules for account and opportunity access?**
    5. Are your lead assignments based on sales territories?
90. What actions can a consultant take during the project planning phase to ensure client stakeholder goals are met? Choose 2 answers
    1. **Establish a stakeholder committee and meeting schedule.**
    2. **Acquire the client stakeholder’s key performance indicators.**
    3. Create scheduled dashboard to be sent weekly to all stakeholders.
    4. Ensure the project key performance indicators are profitable.
91. 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? Choose 2 answers
    1. Need to provide search result for contact and opportunity
    2. **log activity for each record**
    3. need to chat with customer in real time with chatter
    4. **need to see records and related items as tabs under one common screen**
92. 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
    1. **Create sales stages that align with opportunity record types.**
    2. **Define sales processes to map to each opportunity record type.**
    3. Define the default opportunity teams for each opportunity record type.
    4. Configure opportunity record types for each sales process.
93. UC to plans 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?
    1. Create a task for the partner where a new lead is created and assign it to partner in the Partner Community.
    2. **Add the lead tab to the Partner Community and configure partner profile to access leads**
    3. Create a Site where partner can self-register and access lead.
    4. Configure a custom lead record type and page layout for the partner community.
94. 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
    1. Create a workflow notification when leads are created with poor Quality data.
    2. **Use Data.com to clean the existing lead data and new data going forward.**
    3. Import the lead data using the Find Duplicates wizard on the lead object.
    4. **Use tools like the Lead Import wizard to identify and remove duplicates.**
95. 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? Choose 3 answers
    1. Create an apex trigger to perform data quality check.
    2. Create validation rule on opportunity
    3. **Map lead fields to corresponding opportunity field**
    4. **Create lead conversion processes.**
    5. **Create validation rule on lead**
96. UC needs to show a dashboard with forecast by product family with quotas. What solution should consultant recommend?
    1. Customize Quotas with product report and add necessary field
    2. Create custom report with closed opportunity, forecasting leads (...) and quotas
    3. **Create an analytical snapshot to capture the opportunity forecast (Not Sure)**
    4. Create custom report type with forecasting quotas and forecasting leads (...)
97. 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?
    1. **Create a trigger on the opportunity.**
    2. Create a workflow on the opportunity.
    3. Create an assignment rule on the account.
    4. Create an assignment rule on the opportunity.
98. 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.
    1. **Assign 0% probability to the first sales stage.**
    2. Instruct sales users to enter $0 for the opportunity amount.
    3. Override the forecast to be $0 for the first stage opportunities.
    4. **Configure the first stage with the omitted forecast category.**
99. 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 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 are the sales representatives Best Case forecast for the current quarter?
    1. $5,500
    2. $3,500
    3. $2,000
    4. **$6,500**
100. 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
     1. Report on lead by source.
     2. **Report on lead lifetime by industry**
     3. Campaign dashboard by industry
     4. Industry performance dash board
101. 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?
     1. Configure the individual Salesforce for Outlook email settings to control notification frequency.
     2. **Configure Chatter and its related notification settings to provide relevant updates to interested sales managers.**
     3. Define a workflow rule and email task that is triggered when key fields are updated to new values.
     4. Configure the opportunity teams for opportunities so that only interested sales users are receiving notifications.
102. 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?
     1. Change the quantity value on the order product to 4
     2. Create a new sales product with quantity set to -1
     3. **Create a return order under returned orders**
     4. Create a custom field on the order product object
103. 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?
     1. Use community campaign, web-to-lead, opportunity and report and dashboard
     2. **Use AppExchange marketing app, campaign, web-to-lead, opportunity and report**
     3. Use mass email, campaign, campaign influence, web-to-lead, opportunity and report
     4. use site.com campaign web-to lead opportunity, report, and dashboard
104. What are the factors that influence sales metrics, drive KPI's and form key business challenges?
     1. **Weak pipeline**
     2. Low productivity (sales rep)
     3. Poor predictability (forecast)
     4. Ineffective selling
105. What are the factors that influence marketing metrics and drive key marketing business challenges?
     1. **Insufficient lead generation**
     2. Poor alignment with sales
     3. Measuring marketing ROI
106. Territory Management (why use it?) - choose 3 answers:
     1. **Sales commissions**
     2. Currency reconciliation
     3. Data access rules for accounts & opportunities
     4. **Assigning accounts to territories**
     5. **Alignment of overlay sales teams**
107. Planning an implementation - what should be included in end user support plan - choose 2 answers:
     1. **Meeting schedule to review open issues**
     2. **Process for users to report issues**
     3. Communication to customers about potential issues
     4. 24x7 IT support
108. Insurance policies on accounts. 2 sales teams should not see each other's policies. 2 custom objects, each w/relationship to account object. Both objects private. What are the design considerations here?
     1. Sales user needs to apply manual sharing rules
     2. **Custom report type needs to be created to view all policies in a single report**
109. Territory management is enabled. Users should be able to track account plans for each account they have access to
     1. Create lookup relationship account -> account plan
     2. **Create master detail relationship account -> account plan**
     3. Review territory management settings
     4. Validation rule
110. 2 lines of business LOB, each with custom opportunity stages & record types - choose 2 answers
     1. **Users able to see all stages in list view filter drop downs**
     2. **Users able to see all stages in report filter drop downs**
111. You have to import 100 leads/mo and you need to prevent duplication. Which is the best method to accomplish this?
     1. **Import using import wizard**
     2. Run script in external DB to identify dups
     3. Import leads & use global search to identify dups
     4. Export existing leads using a report & scrub prior to re-import
112. Sales rep at UC collaborates with ABC Company on opportunity to sell to XYZ Company. ABC Co has been added to partner related list on the opportunity. What will automatically happen? Choose 2 answers:
     1. **Partner record added to ABC account**
     2. **Partner record added to XYX account**
     3. Sales team membership granted to ABC Co
     4. Partner portal access granted to ABC Co
113. Sales reps shouldn't be able to edit certain opportunity fields after closed/won stage (fields reserved for sales ops).
     1. **Validation rule**
     2. Workflow rule
     3. Modify all data privilege -> Sales Ops
     4. Field level security
114. How do you ensure that products can't be removed from an opportunity after it reaches a certain stage? Choose 2 answers:
     1. **Validation rule on opportunity product**
     2. Enable audit trail
     3. Update record type & page layout to remove ability to add product
     4. **Validation rule to ensure rollup summary field on opportunity doesn't change**
115. Competitor is beating us out of deals. Where to track competitor product info?
     1. **Product**
     2. Opportunity
     3. Opportunity product
     4. Asset
116. Universal containers has 1 pricebook with US dollars & Canadian dollars currency amounts for all products. Sales reps, when adding products to opportunity, only see CAD. What's wrong?
     1. Sales reps selected wrong pricebook
     2. Advanced currency management not enabled for CAD
     3. Multi-currency disabled for org
     4. **Opportunity currency setup as CAD**
117. Sales Reps only entering opportunities after the closed/won stage - how to change this behaviour? choose 2 answers:
     1. **Remove stages & fields that are not critical**
     2. Create opportunity stage report
     3. **User adoption dashboard**
     4. Workflow rule to alert sales manager when opportunity stage changes
118. UC needs to prevent duplicate leads from being created in SF. Leads are deemed duplicates if they match on the name, last name, phone, and email address. Which solution should be recommended to prevent duplicate leads?
     1. Expose the "Find Duplicates" button on the Lead page layout
     2. Select the "Prevent Duplicates" checkbox in the Lead Settings
     3. Create a validation rule on the lead object
     4. **Create an Apex trigger on the Lead object**
119. 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 answers.
     1. Use Criteria based sharing rule on products marked as requiring certification to only share the products to users who are certified
     2. **Use a validation rule on Opp. Products to prevent them from adding products marked as requiring certification if they are not certified**
     3. Use a validation rule on products marked as requiring certification to prevent them from being added to an Opportunity
     4. **Use a Separate Price book for the products requiring certification and only share the price book to users who are certified**
120. You have completed the configuration of Salesforce CRM for your client. You have a data set that is clean and ready to be migrated into Salesforce CRM. What should you do prior to loading this data set?
     1. Deactivate users
     2. **Suspend workflow rules**
     3. Set up delegated administrators
     4. Install a connector for Microsoft Office
121. A prospective customer completed a Web-to-lead form on your corporate Web site. Upon follow up with a sales representative, the customer indicated he intends to buy your product. In the Salesforce CRM application, what is the process for moving a prospect to a customer?
     1. Prospect validation
     2. Account setup
     3. **Lead conversion**
     4. Contact management
122. A customer has a requirement to keep the customer id synchronized real time in the existing back-office (SAP R/3) system updated in Salesforce CRM. Which options are viable considerations? Choose 3 answers.
     1. Import wizard
     2. **Native connector to SAP R/3**
     3. Desktop connectors
     4. **Middleware connectors**
     5. Data validation rules
     6. **Developer toolkits**
123. Who would most likely be involved in deciding Customer Service & Support organization key performance indicator (KPI) reporting requirements?
     1. Salesforce CRM administrator
     2. Customer service agent
     3. **Customer service manager**
     4. Knowledge manager
124. Universal Containers needs the ability to associate installed products at an account to specific cases. Those installed products contain information on the account's contracted Service Level Agreement (SLA) as well as the installed product serial number. Which approach should Universal Containers consider implementing to best satisfy these requirements?
     1. Create a lookup object to the contract record
     2. Create a lookup to a custom object for the installed product
     3. **Use the standard Asset relationship**
     4. Use the standard Opportunity relationship
125. Universal Containers was bought by a larger company and needs to provide information on a monthly basis to the new parent company to help predict sales. Which data should the new parent company review?
     1. Dashboard of user login history
     2. Count of new lead records created
     3. Number of activities tied to opportunities
     4. **Opportunity pipeline report grouped by month**
126. When the billing address on an account is changed, the mailing address of all related contact records should be updated to reflect the new address. How can this requirement be met?
     1. Create a workflow rule on accounts.
     2. Create a workflow rule on contacts.
     3. **Create a Force.com trigger on accounts.**
     4. Create a Force.com trigger on contacts
127. Universal Containers is using Salesforce and has set up a private sharing model. Sam is a sales executive who reports to John, a sales manager. Sam has ownership of the ABC Company account record and has created an opportunity for ABC Company. There is a sharing rule that allows the finance team to see all accounts and opportunities. Which statement about data visibility is true?
     1. John and Sam can see all of the same data
     2. **John can see all of Sam's data but Sam CANNOT see all of John's data.**
     3. The finance team must be added to the sales team in order to see Sam's opportunity.
     4. John must be added to the sales team in order to see Sam's opportunity.
128. Universal Containers is expanding sales internationally and has created new price books to handle the various currencies for the five new countries. When a sales representative selects one of the new price books to add a product to an opportunity, there are no products available. What should be evaluated when troubleshooting this issue?
     1. Confirm that product line items on opportunities are enabled.
     2. Confirm that the products are shared with the sales representative's role.
     3. Confirm that the old pricebook is disabled for the sales representative.
     4. **Confirm that the products and currencies are associated with the pricebook.**
129. Sales management at Universal Containers needs to provide channel partners with easy access to approved product documentation. They also need to notify partners about the material revisions and updates. How can they achieve these goals in Salesforce?
     1. **Enable Content in the Partner Community and enable Content email alerts for partner users.**
     2. Enable the Document tab in the Partner Community and enable email alerts for partner users.
     3. Add the Content related list to the partner contact page layout and enable content delivery.
     4. Add the Content related list to the partner account page layout and enable content delivery.
130. A sales rep at UC is working on an opportunity and has created several quotes. A sales team member is unsure of which quote is active for the sales rep. How can the sales team member identify the appropriate quote? (Choose two)
     1. Review the last modified date on the quotes
     2. Review the last modified date on the opportunity
     3. **Look for the Syncing checkbox on the quote related list**
     4. **Look for the Synced Quote field on the opportunity record**
131. The marketing department at UC has been running several campaigns to target existing contacts within a sales region. The marketing department needs to know the effect of the campaigns on opportunities. Which solution would be recommended to the marketing department? (Choose 2 answers)
     1. Add a formula field on opportunities that references the associated campaigns.
     2. Add opportunity records as campaign members to identify campaign influence.
     3. **Add the Campaign Influence related list and run the Campaigns with Influenced Opportunities report.**
     4. **Add the Contact Roles related list to include associated campaigns in the campaign influence.**
132. The sales department at UC defines its sales pipeline as all open opportunities and its forecast as opportunities with a 75 percent or greater probability of becoming closed/won. The sales department needs to monitor this information by region and revenue amount closing each month. Which solution should a consultant recommend?
     1. **Create a matrix report of opportunity amount by region and close month, and filter by probability.**
     2. Instruct sales operations and the regional leads to build monthly analytic snapshots.
     3. Create a workflow rule to notify sales operations when an opportunity exceeds 75 percent probability.
     4. Enable the regional pipeline and forecasting dashboard, and schedule a monthly refresh.
133. UC has implemented forecasting in Salesforce. Sales reps can roll up to many branches in the sales hierarchy based on the product being sold. Which solution would allow a sales rep to submit multiple forecasts for each position they occupy in the hierarchy?
     1. Set up multiple price books with separate forecasts for each product.
     2. Allow sales reps to select a different role in the hierarchy depending on the product.
     3. **Configure territory management to enable sales reps to assign opportunities to territories.**
     4. Set up multiple opportunity record types and reps match type to a product.
134. The sales management team at UC travels frequently and is of often unable to log into the application to review their pending approvals. Which option should a consultant recommend to facilitate the approval process? (Choose 2 answers)
     1. **Enable approvals by email for each approval process.**
     2. **Enable Mobile to allow approvals via mobile devices.**
     3. Create a report of all pending approvals and add to the home page.
     4. Schedule and email a dashboard of all pending approvals.
135. UC has a complex suite of products and pricing structure, which can be challenging for newer sales reps. The VP of Sales would like to facilitate collaboration between new and more experienced sales reps in order to improve the on-boarding process and to enable new sales reps to become productive faster. Which features should a consultant recommend to facilitate collaboration? (Choose 3)
     1. **Enable Content share documents using libraries**
     2. Enable Content and share documents using content deliveries
     3. **Enable Similar Opportunities**
     4. **Enable Chatter feed tracking on opportunities**
     5. Schedule a dashboard to display sales rep performance.
136. Sales users at UC use MS Outlook to communicate with contacts. The system administrator has installed Connect for Outlook to synchronize the sales users' data. Sales users are reporting the issues listed below:

* Duplicate contact records are being created in Salesforce
* Tasks and events between Outlook and Salesforce do NOT match

Which synchronization configuration will address this issue?

* 1. **One way synchronization from Salesforce to Outlook for contacts, and two way synchronization for activities.**
  2. Two way synchronization between Salesforce and Outlook for all records.
  3. One way synchronization from Outlook to Salesforce for contacts and two way synchronization for activities.
  4. One way synchronization from Salesforce to Outlook for all records

1. UC recently enabled Chatter and has found it extremely helpful in the sales process. Given the success, UC would like to bring the competitive intelligence team into Salesforce to leverage Chatter to collaborate on opportunities when key competitors are identified. Which step should be considered when setting up the competitive intelligence team? (Choose 2 answers)
   1. **Add the competitive intelligence team to Chatter groups organized by competitor.**
   2. Create a single user for the competitive intelligence team to share.
   3. Set up each member of the competitive intelligence team with standard user licenses.
   4. **Set up each member of the competitive intelligence team with Chatter Free licences.**
2. A sales rep at UC is creating a content delivery for a high-profile prospect that contains sensitive information in the form of a pricing quote with terms and discount. What should the sales rep do before sending the content delivery URL to the prospect? (Choose 3)
   1. **Preview the URL to ensure that the formatting in the original file displays properly in the online version.**
   2. Send a preview email of the content delivery to ensure the link works correctly.
   3. Create a workspace for the content delivery and add the prospect as a library member.
   4. **Set an expiration date for the content delivery.**
   5. **Require a password on the content delivery before it can be viewed.**
3. UC needs to create two communities for customers so that they can share and discuss ideas related to UC products. The requirements for each community are listed below:

* Community A will be a public community with ideas and comments that are visible to anyone.
* Community B will be a private community restricted to UC's most strategic customers.

Which option will allow UC to meet these requirements?

* 1. Configure unique categories for each community and ensure the proper access settings.
  2. Set the sharing model for Community A to public and the sharing model for Community B to private.
  3. **Create two customer portals, map each community to its respective portal, and expose Community A using Sites.**
  4. Set up two Sites and map Community A to a publicly accessible URL and Community B to a hidden URL.

1. UC is enabling the partner portal to allow partners to update their opportunities in Salesforce. Partners should only have access to specific opportunity list views and opportunity reports. How can this level of access be enforced for partner portal users? (Choose 2 answers)
   1. **Remove permissions for existing list views and report folders that should NOT be shared with partner users.**
   2. **Create the appropriate list views and report folders and share with all partner users only.**
   3. Create list views and report folders in the partner portal setup so they are available to all partner users.
   4. Create a new tab in the partner portal to display the appropriate list views and report folders.
2. The VP of Sales at UC is reviewing sales team member productivity and effectiveness and needs to know the relationship between the sales reps' level of engagement on deals and the deal close rate. Which metric will allow the VP of Sales to better understand the relationship? (Choose 2 answers)
   1. **Average number of activities associated with closed/won versus closed/lost opportunities.**
   2. **Total number of opportunity-related activities by each sales representative.**
   3. Total number of lead, account, and opportunity records created by each sales rep.
   4. Average opportunity stage duration by each sales rep.
3. UC has observed a seasonal slowdown in sales. To address the issue, the company is running a contest for the sales team as described below.

* Increase the number of leads qualified weekly.
* Increase the number of activities per sales deal.
* Increase the opportunity close ratio.

The VP of Sales needs to track the sales team's progress against these goals on a daily basis. Which solution will provide the required information?

* 1. Create a dashboard to track the metrics, set the VP of Sales as the running user, and schedule a daily refresh to be emailed.
  2. Create three reports to track the metrics and schedule a daily refresh to be emailed.
  3. **Create a dashboard to track the metrics, set the VP of Sales as the running user, and set this as the default dashboard for all sales reps.**
  4. Create a custom report type to join leads, activities, and opportunities in a single report, and schedule a daily refresh to be emailed"

1. UC has enabled multi-currency in Salesforce. How can the VP of Global Sales summarize the pipeline from multiple currencies in the corporate currency?
   1. Enable advanced currency management to set the default report currency to the corporate currency.
   2. Create a set of reports for each currency and export to Excel to aggregate the data.
   3. **Set the display currency for the report to the corporate currency.**
   4. Modify the report filters to only display opportunity records in the corporate currency.
2. UC receives an average of 100,000 leads from an external source on a monthly basis and needs to import these into Salesforce. Which approach can a consultant suggest for importing leads? (Choose 2 answers)
   1. **Use the data loader in bulk-API mode.**
   2. **Use an Extract Transform Load (ETL) tool.**
   3. Use import wizard for leads.
   4. Use a batch Apex job.
3. UC sells a large suite of products and its product pricing changes frequently. The company manages the product and pricing information in an Enterprise Resource Planning (ERP) system, and would like to manage sales opportunities in Salesforce and leverage the product and pricing data from the ERP system. Which factors should a consultant evaluate before suggesting a solution?
   1. Frequency of product and pricing data updates and ability of the ERP system to process outbound messages.
   2. Ability of the ERP system to expose product and pricing data as a Web page that can be used in a Web tab.
   3. **Volume and frequency of product and pricing data updates and ability of the ERP system to host a Web service.**
   4. Volume and frequency of product and pricing data updates and ability of the ERP system to call a web service.
4. UC is implementing Salesforce and plans to migrate several marketing campaigns from a legacy system. Which approach would a consultant recommend to ensure that the campaign and campaign member data is accurately maintained?
   1. **Create external ID fields for campaigns, leads, and contacts.**
   2. Create external ID fields for campaigns, campaign members, and accounts
   3. Create external ID fields for campaigns, accounts, and contacts.
   4. Create external ID fields for campaigns, leads, and accounts.
5. You can track Assets through Accounts, Contacts, Products, or Cases.
   1. **True**
   2. False
6. You can track only Assets sold by your company.
   1. True
   2. **False**
7. Which of the following statements about Standard and Custom Price Books are accurate? (Choose 2 answers)
   1. **A Standard Price Book includes a master list of all Products with their associated Standard Prices.**
   2. A Custom Price Book includes a master list of all Products with their associated Custom Prices.
   3. **A Custom Price Book is a subset of the Products listed in the Standard Price Book.**
8. There are four steps to managing Products and Price Books. Can you put the steps in order?
9. Create Product
10. Create Custom Price Book
11. Defined Standard Price
12. Set List Price
    1. 1, 2, 3, 4
    2. 4, 1, 2, 3
    3. 2, 1, 4, 2
    4. **1, 3, 2, 4**
13. Your organization sells a product that requires your customers to pay all at once but receive the product in increments. What should be your first step in setting up Product schedules?
    1. **Enable creation of Quantity Schedules**
    2. Enable creation of Revenue Schedules
    3. Set up default Quantity schedules for Products
    4. Set up default Revenue schedules for Products
14. In addition to setting the standard price, what must you also do in order to add a Product to a Custom Price Book?
    1. Enter a Product Code
    2. Enter a Product Description
    3. **Check the Active checkbox**
    4. Select a Product Family
15. Which of these steps should take place before setting a List Price for a Product? (Choose 2 answers)
    1. Update all items in the Standard Price Book
    2. Update all items in the Custom Price Book
    3. **Create the Product**
    4. **Define the Product's Standard Price**
    5. Specify a Quantity or Revenue Schedule
16. Your org-wide defaults for Price Books are set to "No Access". What should you do to enable your Sales Reps to view the South America Price Book and add Products in this Price Book to Opportunities?
    1. Set the org-wide defaults to "Use", then manually change all non Sales Reps' access to "No Access"
    2. Set the org-wide defaults for all Sales Reps to "Use"
    3. **Grant specific "Use" access rights to Sales Reps for the South America Price Book**
    4. Change all Custom Price Books' access for Sales Reps to "Use"
17. Your org-wide defaults for access rights to Price Books are set to "Use", but only Sales Reps should have access to Price Books. What should be your first step?
    1. **Change the org-wide default setting to "No Access"**
    2. Change the org-wide default setting to "View Only"
    3. Leave the org-wide default setting, but change the Sales Reps' access rights
    4. Change the Sales Reps' access rights to "Use'
18. Your company has decided they want to track payment and deliveries for their products and services. Place the steps in order:
19. Set up default schedules for any products that involve regular payments or delivery.
20. Do not set up default schedules for products that involve payments or deliveries that are unique to each opportunity.
21. Enable Scheduling for all products.
    1. 1, 2, 3
    2. 2, 1, 3
    3. **3, 1, 2**
    4. 2, 3, 1
22. Your company sells service contracts where the customer pays once a year for a monthly service package. What type of schedule should you set up?
    1. **Default Quantity Schedule**
    2. Default Revenue Schedule
    3. Default Revenue and Quantity Schedule
    4. Don't create any default schedule
23. Your company sells large mainframes that are delivered in one delivery but are paid for with several regular instalments. What type of schedule should you set up?
    1. Default Quantity Schedule
    2. **Default Revenue Schedule**
    3. Default Revenue and Quantity Schedule
    4. Don't create any default schedule
24. A sales rep can create a quote from:
    1. An Account and its Opportunities
    2. **An Opportunity and its Products**
    3. A Product and its Price Book
    4. A Contact and its Assets
25. Who can benefit from the Quotes feature? (Choose 3 answers)
    1. **A customer who wants to get a quote from Salesforce**
    2. **A sales rep who wants to create and email a PDF quote from Salesforce**
    3. **An Administrator who wants to manage quoting in Salesforce**
26. How do you create a new quote for a customer?
    1. Select an Account and click "New Quote"
    2. Click the Quotes tab, then click "New Quote"
    3. **Select an Opportunity, then click "New Quote"**
    4. Select a Contact and click "New Quote"
27. You can apply a discount to the entire quote; there is no need to apply discounts to individual line items in the quote.
    1. True
    2. **False**
28. When editing a quote, you can edit which of the following? (Choose 3 answers)
    1. The discount to apply to the entire quote including all line items
    2. **The quote name and status**
    3. **The expiration date of the quote**
    4. **The contact and address information of the customer**
29. The quotes syncing process synchronizes updates between:
    1. Different sales reps working on the same quote.
    2. Various products in an opportunity
    3. **A quote and the opportunity it was created from**
    4. Different quotes created from the same opportunity
30. You want to sync a new quote with its opportunity, but an old quote is already syncing. What should you do first?
    1. Open new quote detail page so you can start syncing process
    2. Check the syncing checkbox for new quote in the quote related list on the opportunity
    3. Uncheck the syncing checkbox for the old quote
    4. **Stop the syncing for the old quote**
31. To create a PDF file of your quote, click "Create PDF" on the quote detail page.
    1. **True**
    2. False
32. Once you save a PDF quote, the file is automatically emailed to the customer.
    1. True
    2. **False**
33. Place the following steps in the correct order to set up Salesforce for Outlook:
34. Users and profiles must be assigned to an Outlook configuration
35. Users must begin syncing records across platforms
36. Salesforce for Outlook must be downloaded to the machine
37. An Outlook configuration must be created.
    1. 1, 2, 3, 4
    2. 1, 3, 2, 4
    3. 2, 1, 4, 2
    4. **4, 1, 3, 2**
38. How can end users work with Salesforce for Outlook? (Choose 2 answers)
    1. Define Outlook configurations
    2. Assign configurations to other users with their profile
    3. **Install Salesforce for Outlook**
    4. **Select Outlook sync folders**
39. How can end users sync their data from Outlook (using Salesforce for Outlook)? (Choose 2 answers)
    1. **Using the sync system try icon and clicking sync now**
    2. **Allowing sync to run regularly in the background**
    3. Setting up sync schedule in Salesforce
    4. Setting up sync schedule in Outlook
40. Which of the following can be synced with Salesforce for Outlook? (Choose 3 answers)
    1. **Contacts**
    2. **Tasks**
    3. Accounts
    4. **Events**
    5. Emails
41. AW Computing just added the "Total Converted Leads in Hierarchy" roll-up summary field to all campaign page layouts. However, the administrator cannot see the new field on a campaign record. What else needs to be configured to see this field?
    1. Select the "Marketing User" checkbox
    2. Select the "Create" permission for the Campaigns object
    3. Set the org-wide defaults for the Campaign object to "Public Full Access"
    4. **Make the field visible using field-level security**
42. Where do you select the "Marketing User" checkbox to enable a user to create, edit, delete, and clone campaigns; manage campaign members; and edit advanced campaign setup?
    1. Org-wide defaults
    2. **User record**
    3. Profile
    4. Sharing Rules
43. AW Computing wants to run advertisement campaigns and then run reports to measure which advertisement type (online, magazine, or newspaper) generates the most revenue. Where would you create an "Advertisement Type" picklist to track this information?
    1. **Campaigns object**
    2. Contacts object
    3. Campaign Members object
    4. Leads object
44. Forecasting is an exact science and is the total of all the opportunities you are working on.
    1. True
    2. **False**
45. Describe Quota.
    1. **Benchmark of how much should be sold within a certain time frame**
    2. Revenue projection that can be expressed in dollar amounts, units of product family, or both
    3. Consists of opportunities in various stages of maturity
46. Describe Pipeline.
    1. Benchmark of how much should be sold within a certain time frame
    2. Revenue projection that can be expressed in dollar amounts, units of product family, or both
    3. **Consists of opportunities in various stages of maturity**
47. Describe Forecast.
    1. Benchmark of how much should be sold within a certain time frame
    2. **Revenue projection that can be expressed in dollar amounts, units of product family, or both**
    3. Consists of opportunities in various stages of maturity
48. Which of the following statements are true about an end user's forecast? (Choose 3 answers)
    1. Is updated in the system every evening at 5 pm
    2. **This aggregate can be dollars of revenue**
    3. **This aggregate can be units of products**
    4. This aggregate can be both dollars or revenue and units of products
    5. **Rolls up according to the forecast hierarchy**
49. Customizable Forecasting must be enabled by salesforce.com support.
    1. True
    2. **False**
50. Standard fiscal years must start on January 1st.
    1. True
    2. **False**
51. With Customizable Forecasting you can forecast any of the following data. (Choose 3 answers)
    1. **Quantity**
    2. Units of Individual Products
    3. **Units of Product Family**
    4. **Amount**
52. The Forecast Category on the Opportunity record maps directly, on a one-to-one basis, to the aggregates on the Forecast tab.
    1. True
    2. **False**
53. Which of the following statements are true about the Opportunity field, "Stage"? (Choose 2 answers)
    1. **There are 10 default stage values, based on a commonly used sales methodology.**
    2. The list of default stage values cannot be edited or added.
    3. **There are other sales methodologies that can be downloaded from the AppExchange and used within Salesforce**
54. Sales Rep Phil Smith has an opportunity for $50,000 in the Commit stage. Which aggregates on Phil's forecast will include this amount? (Choose 3 answers)
    1. **Pipeline**
    2. **Best Case**
    3. **Commit**
    4. Closed
55. Which of the following describes the ***Stage field***?
    1. **Identifies where a deal is in relation to actually being closed.**
    2. Determines the row in your Forecast where the amount will be aggregated.
    3. The numeric prediction that the revenue from an opportunity will be realized.
56. Which of the following describes the ***Probability field***?
    1. Identifies where a deal is in relation to actually being closed.
    2. Determines the row in your Forecast where the amount will be aggregated.
    3. **The numeric prediction that the revenue from an opportunity will be realized.**
57. Which of the following describes the ***Forecast Category field***?
    1. Identifies where a deal is in relation to actually being closed.
    2. **Determines the row in your Forecast where the amount will be aggregated.**
    3. The numeric prediction that the revenue from an opportunity will be realized.
58. You have an Opportunity in the Value Proposition stage, for an amount of $1,000 that has a 50% Probability of closing. If all goes well, and this Opportunity closes, how much revenue will be realized?
    1. **$1,000**
    2. $500
    3. $750
59. Forecast Categories: (Select all that apply)
    1. **Are there to help you categorize your opportunities, so you can gauge more accurately how much revenue you can bring in a given time period**
    2. Are the same thing as Sales Stages
    3. **Have a default value that is associated with the Stage field**
60. Which of the following stage should be matched with the Forecast Category "Closed"
    1. Early pipeline stages
    2. Mid pipeline
    3. Late pipeline stages
    4. **Closed and Won**
    5. Closed and Lost
61. Which of the following stage should be matched with the Forecast Category "Omit"
    1. Early pipeline stages
    2. Mid pipeline
    3. Late pipeline stages
    4. Closed and Won
    5. **Closed and Lost**
62. Which of the following stage should be matched with the Forecast Category "Best Case"
    1. Early pipeline stages
    2. **Mid pipeline**
    3. Late pipeline stages
    4. Closed and Won
    5. Closed and Lost
63. Which of the following stage should be matched with the Forecast Category "Commit"
    1. Early pipeline stages
    2. Mid pipeline
    3. **Late pipeline stages**
    4. Closed and Won
    5. Closed and Lost
64. Which of the following stage should be matched with the Forecast Category "Pipeline"
    1. **Early pipeline stages**
    2. Mid pipeline
    3. Late pipeline stages
    4. Closed and Won
    5. Closed and Lost
65. Forecast Category "Closed" can be summarized as:
    1. **Closed**
    2. Closed + Commit
    3. Closed + Commit + Best Case
    4. Commit + Best Case + Pipeline
66. Forecast Category "Commit" can be summarized as:
    1. Closed
    2. **Closed + Commit**
    3. Closed + Commit + Best Case
    4. Commit + Best Case + Pipeline
67. Forecast Category "Best Case" can be summarized as:
    1. Closed
    2. Closed + Commit
    3. **Closed + Commit + Best Case**
    4. Commit + Best Case + Pipeline
68. Forecast Category "Pipeline" can be summarized as:
    1. Closed
    2. Closed + Commit
    3. Closed + Commit + Best Case
    4. **Commit + Best Case + Pipeline**
69. Your forecast is available to your manager only after you have clicked the Submit button.
    1. True
    2. **False**
70. Choose the correct statement.
    1. Any salesperson can change their quota at any time.
    2. **Only users with the appropriate permissions can change their quota.**
71. Your commit summary says you can bring in $1,000 this period but you've just gotten a verbal approval on a deal for $500 from a CEO. What should you do?
    1. Nothing. It's ok if the forecast is inaccurate
    2. **Override the opportunity and move the stage to commit, making the forecast more realistic**
    3. Override the forecast summary for your commit
72. Which of the following statements are true about managers and forecasts? (Choose 4 opts)
    1. A manager must have their own opportunities
    2. **A manager submits their own estimate of the forecast**
    3. **A manager can adjust a forecast to a higher number**
    4. **A manager can adjust a forecast to a lower number**
    5. **A manager can see the forecasts of every person below them in the role hierarchy**
    6. A manager can override the forecast of every person below them in the role hierarchy
73. The stage field is mapped to a value for the Forecast Category field and this can never be changed in an opportunity.
    1. True
    2. **False**
74. You are setting up security for your client, UCI. UCI has a collaborative sales model and want to make sure all team members work together to meet the customer needs. They are likely to require an open sharing model that will allow them to cross- and up-sell opportunities.
    1. **True**
    2. False
75. Why are profiles important when managing security of records? (Choose 2 answers)
    1. Profiles allow users Read permission only. To allow Create, Edit, or Delete permissions, an admin must change the default setting.
    2. **When custom applications are installed or created, you can manage access at the profile level.**
    3. **Profiles define a user's permission to perform different functions within Salesforce.**
    4. Profiles manage data visibility based on where users are placed among the profile hierarchy.
    5. To ensure appropriate system permissions, administrators often assign multiple profiles to a single user.
76. What are some common security challenges? (Choose 3 answers)
    1. Consultants have different beliefs about the optimal level of security for clients
    2. **Different industries require and follow different security models**
    3. **Marketing and sales organizations differ on how they access contacts.**
    4. **Salesforce users must have access to the right records and only see relevant data.**
77. What should access to records be based on?
    1. The org chart
    2. User preference
    3. The org-wide default
    4. **Roles and role hierarchy**
78. Role hierarchy should normally mimic the org structure.
    1. True
    2. **False**
79. Which describes a usability and/or adoption challenge? (Choose 4 opt)
    1. Julie is concerned that other reps will steal her leads
    2. **Mario is not sure that Salesforce can do everything he needs it to do**
    3. **Mary can't figure out how to update her contact list**
    4. Kevin wants meetings with his manager to be more strategic and less task-oriented
    5. **Bob questions the quality of data in Salesforce**
    6. **Iris is worried that once her admin makes a change, her accounts will be outdated.**
80. Match this tip with its design consideration. "Show each job function relevant information"
    1. Tab and field naming
    2. Reduced clicks
    3. Search
    4. **Record types and page layouts**
    5. Workflow rules and approvals
    6. Minimized redundant data entry
81. Match this tip with its design consideration. "Use 1-2 clicks from the Home page"
    1. Tab and field naming
    2. **Reduced clicks**
    3. Search
    4. Record types and page layouts
    5. Workflow rules and approvals
    6. Minimized redundant data entry
82. Match this tip with its design consideration. "Make it easy for users to find data"
    1. Tab and field naming
    2. Reduced clicks
    3. **Search**
    4. Record types and page layouts
    5. Workflow rules and approvals
    6. Minimized redundant data entry
83. Match this tip with its design consideration. "Use the client's language"
    1. **Tab and field naming**
    2. Reduced clicks
    3. Search
    4. Record types and page layouts
    5. Workflow rules and approvals
    6. Minimized redundant data entry
84. Match this tip with its design consideration. "Use alerts sparingly"
    1. Tab and field naming
    2. Reduced clicks
    3. Search
    4. Record types and page layouts
    5. **Workflow rules and approvals**
    6. Minimized redundant data entry
85. Match this tip with its design consideration. "Users should not do things more than once because it takes time and may create dirty data"
    1. Tab and field naming
    2. Reduced clicks
    3. Search
    4. Record types and page layouts
    5. Workflow rules and approvals
    6. **Minimized redundant data entry**
86. For optimal usability and adoption, a solution must do what. (Choose 4 answers)
    1. **Provide value so users perceive it as a valuable spending of their time.**
    2. **Be easy to use so users can easily enter data and find information.**
    3. **Have trusted data.**
    4. Be inexpensive so users don't worry about the bottom line when using the application.
    5. Provide both online help and hard copy reference materials to assist users at all times.
    6. **Be easy to change through a change management process in place.**
87. What does Salesforce usability mean?
    1. How many users log on to Salesforce on a daily basis
    2. What is the ratio of Salesforce users to the amount of sales
    3. How satisfied Salesforce users are with the application
    4. **How easily can customers achieve their goals using Salesforce**
88. How many reports should you design for optimal usability?
    1. Five to seven reports per role
    2. **As many as needed per role, without overwhelming users**
    3. The more the better, as long as you are using a clear naming convention
    4. Up to 10 reports per role
89. What is clean data?
    1. **Data that is trusted by the user**
    2. Data that is freshly entered
    3. Data that is used by a single role
    4. Data that is entered by an admin
    5. Data that is independent of other data
90. Match the following loading option to the description of when to use it. "Manual Entry"
    1. Brian wants to consolidate all his accounts from several systems.
    2. Bill wants to load 20,000 lead records.
    3. Becky wants to load all her 65,000 contact records.
    4. **Bob wants to load a single account record.**
    5. Berta wants to keep a separate system as her "system of record"
91. Match the following loading option to the description of when to use it. "Import Wizard"
    1. Brian wants to consolidate all his accounts from several systems.
    2. **Bill wants to load 20,000 lead records.**
    3. Becky wants to load all her 65,000 contact records.
    4. Bob wants to load a single account record.
    5. Berta wants to keep a separate system as her "system of record"
92. Match the following loading option to the description of when to use it. "Force.com Data Loader"
    1. Brian wants to consolidate all his accounts from several systems.
    2. Bill wants to load 20,000 lead records.
    3. **Becky wants to load all her 65,000 contact records.**
    4. Bob wants to load a single account record.
    5. Berta wants to keep a separate system as her "system of record"
93. Match the following loading option to the description of when to use it. "ETL Tool"
    1. **Brian wants to consolidate all his accounts from several systems.**
    2. Bill wants to load 20,000 lead records.
    3. Becky wants to load all her 65,000 contact records.
    4. Bob wants to load a single account record.
    5. Berta wants to keep a separate system as her "system of record"
94. Match the following loading option to the description of when to use it. "Integration"
    1. Brian wants to consolidate all his accounts from several systems.
    2. Bill wants to load 20,000 lead records.
    3. Beckie wants to load all her 65,000 contact records.
    4. Bob wants to load a single account record.
    5. **Berta wants to keep a separate system as her "system of record"**
95. What are the key data management challenges? (Choose 3 answers)
    1. **The system must enable easy and correct entry of data**
    2. **Users must be able to find and trust data in the system**
    3. Data must not be available to certain roles
    4. **The system must keep the data clean for future use**
    5. Users must not use the same data too often to avoid contamination
96. Your sole focus, when working with a client on data management, should be on initial data migration.
    1. True
    2. **False**
97. Your client is using Account data that is old. How can you help?
    1. **Enhance Account content with data.com**
    2. Use Account Merge utility
    3. Change you data migration plan for Accounts
    4. Re-load all Account records
98. What is the benefit of a Force.com sandbox?
    1. **It allows for development, testing, and training**
    2. It extends Salesforce functionality
    3. It builds new application functionality
    4. It allows to create or change buttons, and dynamically route approvals
99. Force.com allows you to bring your custom interface to any support device.
    1. **True**
    2. False
100. Used Books R Us sells books at its local store, online via its website, online via Amazon, and through a larger, well-known book company called We Sell Books. Which Sales strategy does this company user?
     1. Direct sales
     2. Sales channel
     3. **A hybrid of direct sales and sales channel**
101. Why is it important to forecast sales?
     1. Forecasting helps a company know what's in the pipeline
     2. **Forecasting allows a company to manage revenue**
     3. Forecasting tells managers the percent of deals closed
     4. Forecasting moves opportunities through stages
102. Which of the following steps accurately describe the process map in sales and marketing organizations?
     1. **Lead generation, lead qualification, revenue management (forecasting)**
     2. Lead generation, revenue management (forecasting), lead qualification
     3. Lead generation, lead qualification, opportunity conversion
     4. Lead generation and qualification, opportunity conversion, revenue management (forecasting)
103. Who is most interested in the alignment of sales and marketing?
     1. Sales Reps
     2. Sales/Marketing Managers
     3. **Sales/Marketing VP**
     4. IT
104. Who is most interested in visibility, no surprises, and system ROI?
     1. Sales Reps
     2. **Sales/Marketing Managers**
     3. Sales/Marketing VP
     4. IT
105. Who is most interested in seamless migration?
     1. Sales Reps
     2. Sales/Marketing Managers
     3. Sales/Marketing VP
     4. **IT**
106. Who is most interested in ease of use, value, and time-saving solutions?
     1. **Sales Reps**
     2. Sales/Marketing Managers
     3. Sales/Marketing VP
     4. IT
107. Which of the following is a typical challenge for a sales organization? (Choose 3 answers)
     1. **Optimizing lead management**
     2. Driving more business
     3. **Improving sales rep productivity**
     4. **Complete visibility**
     5. Poor customer satisfaction
108. A strong pipeline requires trusted data. Which of the following example describes a need for trusted data?
     1. Leads are qualified but not routed to the right people
     2. Campaigns are launched without communicating the follow-up plan
     3. Leads are tracked in separate systems, not accessible by all
     4. **As business matures, it becomes difficult to identify right prospects**
109. A strong pipeline requires faster response. Which of the following example describes a need for faster response?
     1. **Leads are qualified but not routed to the right people**
     2. Campaigns are launched without communicating the follow-up plan
     3. Leads are tracked in separate systems, not accessible by all
     4. As business matures, it becomes difficult to identify right prospects
110. A strong pipeline requires sales and marketing alignment. Which of the following example describes a need for sales and marketing alignment?
     1. Leads are qualified but not routed to the right people
     2. **Campaigns are launched without communicating the follow-up plan**
     3. Leads are tracked in separate systems, not accessible by all
     4. As business matures, it becomes difficult to identify right prospects
111. A strong pipeline requires greater visibility. Which of the following example describes a need for greater visibility?
     1. Leads are qualified but not routed to the right people
     2. Campaigns are launched without communicating the follow-up plan
     3. **Leads are tracked in separate systems, not accessible by all**
     4. As business matures, it becomes difficult to identify right prospects
112. How can a sales organization address the "lag time" challenge?
     1. By offering higher incentives to sales reps
     2. By improving alignment with the marketing organization
     3. **By optimizing lead assignment and scoring**
     4. By avoiding the use of leads
113. Sales methodology means an industry-recognized standard sales process.
     1. True
     2. **False**
114. Which best describes the Salesforce Automation feature "*Sales Processes*”?
     1. Ensures that we are tracking our progress towards the desired states.
     2. Enforces the business process.
     3. Identifies key stakeholders from the buy side.
     4. Makes sure we recognize those involved in the sales process.
     5. Allows to better automate the sales methodology.
     6. **Determines the sales stages of an organization.**
115. Which best describes the Salesforce Automation feature "*Opportunity Teams*”?
     1. Ensures that we are tracking our progress towards the desired states.
     2. Enforces the business process.
     3. Identifies key stakeholders from the buy side.
     4. **Makes sure we recognize those involved in the sales process.**
     5. Allows to better automate the sales methodology.
     6. Determines the sales stages of an organization.
116. Which best describes the Salesforce Automation feature "*Contact Roles*"?
     1. Ensures that we are tracking our progress towards the desired states.
     2. Enforces the business process.
     3. **Identifies key stakeholders from the buy side.**
     4. Makes sure we recognize those involved in the sales process.
     5. Allows to better automate the sales methodology.
     6. Determines the sales stages of an organization.
117. Which best describes the Salesforce Automation feature "*Activities*"?
     1. **Ensures that we are tracking our progress towards the desired states.**
     2. Enforces the business process.
     3. Identifies key stakeholders from the buy side.
     4. Makes sure we recognize those involved in the sales process.
     5. Allows to better automate the sales methodology.
     6. Determines the sales stages of an organization.
118. Which best describes the Salesforce Automation feature "*Data Validation*"?
     1. Ensures that we are tracking our progress towards the desired states.
     2. **Enforces the business process.**
     3. Identifies key stakeholders from the buy side.
     4. Makes sure we recognize those involved in the sales process.
     5. Allows to better automate the sales methodology.
     6. Determines the sales stages of an organization.
119. Which best describes the Salesforce Automation feature "*Workflow/Approvals*"?
     1. Ensures that we are tracking our progress towards the desired states.
     2. Enforces the business process.
     3. Identifies key stakeholders from the buy side.
     4. Makes sure we recognize those involved in the sales process.
     5. **Allows to better automate the sales methodology.**
     6. Determines the sales stages of an organization.
120. Which of the following are the main challenges that affect Sales Rep productivity? (Choose 3 answers)
     1. Lack of motivation
     2. **Tedious data entry process**
     3. **Difficulty in finding information**
     4. Not enough leads from marketing
     5. Difficulty in keeping client data current
     6. **Having to create reports manually**
121. What should you keep in mind when designing a solution to improve Sales Rep productivity? (Choose 2 answers)
     1. Links may be confusing; use them sparingly
     2. Including AppExchange mash-ups may slow down Sales Reps
     3. **Information should be entered only once**
     4. **Finding information should only be a few clicks away**
122. What are the main challenges that Marketing faces when trying to drive more business? (Choose 4 answers)
     1. **Website integration: Lack of website integration, which delays entry of leads into CRM**
     2. **Email Marketing: Difficult to track and report on effectiveness of emails that were sent**
     3. **Search Marketing: No reportable relationship between search words and closed sales**
     4. Reporting: Must create reports manually, which slows down lead generation
     5. **Campaign Management: No way to accurately report on campaign ROI**
     6. Partners: Lack of partners who will do mass emailing per customer specification
123. Put the following steps in order to set up Google AdWords to work seamlessly with Salesforce.
124. Convert leads into new customers
125. Advertise your business on Google
126. Capture leads on your website
     1. 1, 2, 3
     2. 2, 1, 3
     3. 3, 1, 2
     4. **2, 3, 1**
127. The native mass email functionality is not recommended for marketing.
     1. **True**
     2. False
128. What are the main challenges that marketing faces when trying to align with sales? (Choose 2 answers)
     1. **Inefficient handoff from marketing to sales**
     2. Lack of feedback from marketing to sales
     3. **Slowing down of lead velocity**
     4. Sales cannot keep up with leads from marketing
129. Sales should evaluate lead quality and provide feedback to marketing.
     1. **True**
     2. False
130. What are some of the ways to align communication between the sales and marketing organizations? (5 opt)
     1. **Provide sales collateral in one place**
     2. **Standardize internal and external communication with templates**
     3. **Communicate availability of sales collateral**
     4. Have a daily meeting with sales to check on latest developments
     5. **Gather feedback on sales collateral and templates**
     6. **Evaluate impact of collateral on bringing leads through to close**
131. Which role is interested in the report "*Sales Activity by Client Last Week*”? (Choose 2 answers)
     1. VP of Sales
     2. Sales Operations
     3. **Sales Manager**
     4. **Sales Rep**
132. Who would be interested in the "*Top 10 Reasons Deals Were Lost*" report?
     1. **VP of Sales**
     2. Sales Operations
     3. Sales Manager
     4. Sales Rep
133. Which pair of reports is best associated with the business driver "*Build a strong pipeline*"?
     1. "# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"
     2. "Stage Duration Age" and "Forecast by Sales Rep"
     3. **"Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"**
134. Which pair of reports is best associated with the business driver "*Manage the Funnel*"?
     1. "# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"
     2. **"Stage Duration Age" and "Forecast by Sales Rep"**
     3. "Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"
135. Which pair of reports is best associated with the business driver "*Improve Sales Rep productivity*"?
     1. **"# of Face-to-Face Meetings" and "# of Deals Won, Lost, and In-Progress"**
     2. "Stage Duration Age" and "Forecast by Sales Rep"
     3. "Closed Opportunities by Lead Source" and "Reasons for Lead Disqualification"
136. A Campaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report justifies the spend on programs?
     1. **VP Marketing**
     2. BI/Analytics
     3. Marketing Executive
     4. Campaign Manager
137. A Campaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report helps to know who to target for future campaigns?
     1. VP Marketing
     2. BI/Analytics
     3. Marketing Executive
     4. **Campaign Manager**
138. A Campaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report shows the relations to sales data, lead data, and analysis of campaigns?
     1. VP Marketing
     2. **BI/Analytics**
     3. Marketing Executive
     4. Campaign Manager
139. A Campaign Call-Down report justifies the spend on programs; helps to know who to target for future campaigns; shows the relations to sales data, lead data, and analysis of campaigns; and reflects how customer community interacts and how it affects sales. Who would benefit most from the idea that this report reflects how customer community interacts and how it affects sales?
     1. VP Marketing
     2. BI/Analytics
     3. **Marketing Executive**
     4. Campaign Manager
140. What should you do when migrating Opportunities?
     1. **Determine if you need to load owner who are not current users**
     2. Always load all owners, including those who are not current users
     3. Only load owners who are current users
     4. Load all available data, including owners
141. Sales reps must use the same system to manage calendars and to document meetings.
     1. True
     2. **False**
142. Which of the following descriptions best describe ***Chatter***?
     1. A tool for extending pricing proposals to customers
     2. A content management tool for users who seek information
     3. A library that allows access to documents
     4. **A collaboration tool**
     5. A data enrichment tool that maintains updated data
143. Which of the following descriptions best describe ***Quotes***?
     1. **A tool for extending pricing proposals to customers**
     2. A content management tool for users who seek information
     3. A library that allows access to documents
     4. A collaboration tool
     5. A data enrichment tool that maintains updated data
144. Which of the following descriptions best describe ***Content***?
     1. A tool for extending pricing proposals to customers
     2. A content management tool for users who seek information
     3. **A library that allows access to documents**
     4. A collaboration tool
     5. A data enrichment tool that maintains updated data
145. Which of the following descriptions best describe ***Knowledge***?
     1. A tool for extending pricing proposals to customers
     2. **A content management tool for users who seek information**
     3. A library that allows access to documents
     4. A collaboration tool
     5. A data enrichment tool that maintains updated data
146. Which of the following descriptions best describe ***Data.com***?
     1. A tool for extending pricing proposals to customers
     2. A content management tool for users who seek information
     3. A library that allows access to documents
     4. A collaboration tool
     5. **A data enrichment tool that maintains updated data**
147. What should you consider when migrating inactive campaigns?
     1. Nothing. You should not migrate inactive campaign data
     2. **Determine which data is important based on ROI**
     3. Determine which data is important based on data amount
     4. Consider how long they have been inactive
148. Most common integrations in a marketing organization take place when...
     1. **Lead Generation**
     2. Lead Qualification
     3. Revenue Management (forecasting)
     4. Campaign Management
149. Who has permission to edit a Chatter profile?
     1. An Administrator
     2. **An individual user**
     3. A user's manager
     4. Profiles are not editable
150. Which of the following is good Chatter Etiquette? (Choose 2 answers)
     1. Connect with co-workers by letting them know about your weekend
     2. **Direct users to a subject matter experts**
     3. **Ask questions to gain vertical expertise**
     4. Ask questions about bonus schedules
151. Which option best identifies with the *Chatter Home Page*?
     1. **Everyone can see what you post here. Displays posts from everyone you're following.**
     2. Everyone can see what you post here. Only displays posts directed to you.
     3. Only users with access rights can view or post here.
152. Which option best identifies with the *Chatter Profile Page*?
     1. Everyone can see what you post here. Displays posts from everyone you're following.
     2. **Everyone can see what you post here. Only displays posts directed to you.**
     3. Only users with access rights can view or post here.
153. Which option best identifies with the *Chatter Record Page*?
     1. Everyone can see what you post here. Displays posts from everyone you're following.
     2. Everyone can see what you post here. Only displays posts directed to you.
     3. **Only users with access rights can view or post here.**
154. What types of records can be added to Salesforce from Data.com? (Choose 3 answers)
     1. Opportunities
     2. **Contacts**
     3. **Leads**
     4. **Accounts**
     5. Campaigns
155. Data.com: The checkmark next to records in search results indicates the record is already in Salesforce.
     1. True
     2. **False**
156. Data.com: What does the Reviewed Status indicate?
     1. The record has minimal activity on Data.com
     2. The record should be deleted from Salesforce
     3. **The record has been manually cleaned against Data.com**
     4. The record might have a bad phone number
157. How many additions do you use to clean a record with Data.com?
     1. 5
     2. 12
     3. 1
     4. **0**
158. Universal Containers plans to migrate data into Salesforce from a legacy system. Which step should be taken before performing the data migration? Choose 2 answers:
     1. **Perform data cleansing**
     2. Enable data validation rules
     3. **Develop data map**
     4. Normalize database