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QUESTION 1

Cloud Kicks (CK) wants to ensure Opportunity are associated with the relevant marketing Campaign In the past, CK has struggled to evaluate marketing Campaign ROI.

Which process improvement should the consultant recommend?

A. Validate that the Primary Campaign Source field on Opportunity records is populated.

B. Leverage the Probability(%) field on Opportunities to forecast revenue.

C. Ensure the Opportunity is associated with an Account record.

D. Ensure the Type field on Opportunities reflects the Campaign source.

Correct Answer: B

QUESTION 2

A strong pipeline requires sales and marketing alignment. Which of the following example describes a need for sales and marketing alignment?

A. Leads are qualified but not routed to the right people

B. Campaigns are launched without communicating the follow-up plan

C. Leads are tracked in separate systems, not accessible by all

D. As business matures, it becomes difficult to identify right prospects

Correct Answer: B

QUESTION 3

Access to opportunities at Cloud kicks should be restricted. Sales users should only have access to two categories of opportunities: opportunities they own, and opportunities that are tied to accounts they own. What are two actions a consultant can take to meet the requirement? Choose 2 answers

A. Set opportunity access on the role to View All opportunities associated with their accounts.

B. Set organization-wide defaults for opportunities to Private.

C. Set Territory Management to grant Read access to opportunities owned by others.

D. Set organization-wide defaults for opportunities to Public Read-Only.

Correct Answer: AB

QUESTION 4

Which method can be used to route cases from social channels?

A. use Twitter-to-case and add workflow rules to the case object.

B. Enable Social Customer Service and add assignment rules to the case object.

C. Enable Social Network Profile and add workflow rules to the contact object.

D. Enable Social Network Profile and add assignment rules to the case object.

Correct Answer: B

QUESTION 5

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?

A. Create a custom field on lead and contact object, utilize a trigger to transfer the value after conversion.

B. Create a custom field on lead and contact object; these fields will be mapped automatically during conversion.

C. Create a custom field on lead and contact object, configure mapping for these two fields for conversion.

D. Create a custom field on lead and contact object, advice user to select it for transfer during conversion.

Correct Answer: C