

# Salesforce

*Strategy-Designer  
Salesforce Certified Strategy Designer Exam*



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## Product Version

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# Latest Version: 6.0

## Question: 1

Of the following steps in the process of developing a cohesive early-project Strategy Design, which one is responsible for:  
informing the scoping and the skills required to solve a given challenge?

- A. Craft of Key insights
- B. Project Research
- C. Idea Generation
- D. Challenge Framing

**Answer: D**

## Question: 2

Which of these standard organizational roles can be considered to know users/customers, and should therefore be brought in to the brainstorming sessions of the idea generation phase?

- A. All of them
- B. None of them
- C. Salespeople
- D. Customer Support Reps

**Answer: A**

## Question: 3

As per the strategy proposed by Salesforce, what is the next step to follow after the process of Ideation?

- A. Idea Synthesis through the creation of Solution Concepts
- B. Challenge Framing through Brainstorming Prompts

**Answer: A**

## Question: 4

What is the first step of the App Lifecycle?

- A. Plan Release
- B. Develop
- C. Test Release
- D. Build Release
- E. Test

**Answer: A**

### Question: 5

Which feature can be used to automatize repetitive actions in environments like the service cloud console?

- A. Assignment Rules
- B. Service Console
- C. Workflow Rules
- D. Macros

**Answer: D**

### Question: 6

True or False? Users can use Salesforce Today to prepare for meetings, stay in touch with customers, quickly join conference calls, and generally manage your day.

- A. TRUE
- B. FALSE

**Answer: A**

### Question: 7

What is an Experience Narrative built out of?

- A. Complete stories
- B. Ideas
- C. Moments that Matter
- D. Concepts

**Answer: C**

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### Question: 8

While using Salesforce to Salesforce what is the smallest level of granularity that records can be shared?

- A. Object Level
- B. Parent Record level
- C. Record Type Level
- D. Child Record level

**Answer: D**

### Question: 9

Considering the Jobs To Be Done Framework, why does a customer buy an on-line test?

- A. To pass the exam
- B. To learn about a topic

**Answer: A**

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