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Salesforce

AP-205

**Consumer Goods Cloud: Trade Promotion Management
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Product Version

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Latest Version: 6.0

Question: 1

Which feature should be configured during TPM template setup?

Response:

- A. Workflow automation for claims approvals.
- B. Standardized promotion planning templates.
- C. Account P&L dashboards.
- D. Data migration rules for master data.

Answer: B

Question: 2

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

Response:

- A. Claims processing.
- B. KPI-based analysis.
- C. Workflow automation.
- D. Data migration templates.

Answer: B

Question: 3

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

Response:

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

Answer: A

Question: 4

What is a critical reason to analyze a customer's existing Go-To-Market strategy during discovery?

Response:

- A. To create a unified pricing structure across all accounts.
- B. To align promotion planning structures with customer needs.
- C. To eliminate non-standard workflows within the organization.
- D. To automate data integrations for KPI tracking.

Answer: B

Question: 5

Which requirement is categorized as a functional requirement during discovery?

Response:

- A. Reporting latency thresholds.
- B. Promotion execution processes.
- C. System uptime guarantees.
- D. Data storage capacity.

Answer: B

Question: 6

Which best practices should be followed when designing reports?

(Choose two)

Response:

- A. Aligning reports with monitoring and analysis requirements.
- B. Automating the distribution of all reports.
- C. Standardizing reporting formats for stakeholders.
- D. Including KPI-based insights in the reports.

Answer: A,D

Question: 7

What are key considerations for configuring promotion templates?

(Choose two)

Response:

- A. Standardizing templates for all promotions.
- B. Aligning templates with account planning structures.
- C. Automating claims approvals within templates.
- D. Including KPI tracking fields in templates.

Answer: A,D

Question: 8

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

Response:

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

Answer: B

Question: 9

What should be included when designing fund management solutions?

Response:

- A. Automation of claims approvals.
- B. Tracking promotion-specific expenses.
- C. Standardizing fund allocation for all products.
- D. Eliminating manual workflows for fund requests.

Answer: B

Question: 10

What is the role of KPIs in TPM implementation?

Response:

- A. Automating promotion workflows.
- B. Tracking the performance and ROI of promotions.
- C. Eliminating manual processes for data migration.
- D. Standardizing promotional templates.

Answer: B

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