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Topic: 1
Unified Scenario Simulation
Adopting Guided Selling at a Field-Sales Outfitter
Business context
Company Background
Larkspur Outfitters in Ferrara, Italy sells outdoor equipment to retail stores through a field-sales team. Representatives spend their days visiting shops, taking orders, and following up on opportunities. The company has adopted SAP Sales Cloud Version 2 and wants its reps to work in a consistent, guided way rather than relying on personal habit.
Current Situation
Today each representative works differently. Some keep next steps in a notebook, others in memory, and pipeline reviews rely on managers reading opportunities one by one. Leadership wants a repeatable best-practice path presented to reps in context, a single daily workspace, and aggregated insight for managers, all from the standard solution.
Architecture Blueprint
A small project team is configuring Sales Cloud Version 2. They plan to define playbooks that drive guided selling inside opportunities, give reps the digital selling workspace as their daily home, and give managers trends analytics for pipeline and process performance. The architect is advising which standard capability fits each need.
Program Goals
The goal is consistent, guided selling with minimal custom development, keeping the solution clean and upgradable. Success means reps follow the same best-practice steps, plan their day from one workspace, and managers coach from aggregated trends rather than reading individual records.
Your assignment
You are advising Larkspur Outfitters as they adopt SAP Sales Cloud Version 2. For each challenge, recommend the standard capability that best fits the need. There is one best answer per question; some options are partially reasonable but incomplete or misdirected
1. CHALLENGE 1 — Establishing the Guided Selling Foundation
• Define the reusable best-practice steps managers want reps to follow.
• Present those steps in context inside the opportunity, not in a separate document.
• Keep the guidance standard so it survives upgrades.
• Confirm reps understand the path before rollout.
Checkpoints
• The best-practice steps are captured as a reusable playbook.
• Guided selling presents those steps inside the opportunity.
2. CHALLENGE 2 — Structuring the Daily Selling Workspace
• Give reps a single consolidated daily home in the solution.
• Include tasks, opportunities, and recommended actions.
• Support planning of in-person visits within the routine.
• Avoid building a custom dashboard when a standard workspace exists.
Checkpoints
• Reps plan their day from one consolidated workspace.
• Visits and tasks are managed with standard capabilities.
3. CHALLENGE 3 — Turning Pipeline Data into Manager Insight
• Give managers an aggregated view of pipeline and process performance.

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• Enable coaching based on trends rather than single records.
• Use standard analytics rather than manual spreadsheets.
• Keep the insight refreshable from live data.

Checkpoints

• Managers view aggregated pipeline trends.
• Coaching is driven by trends, not record-by-record reading.

Question: 1

CHALLENGE 1 — Establishing the Guided Selling Foundation
Larkspur wants managers to define a reusable set of best-practice selling steps once and have reps follow them. Which construct captures that reusable path?

A. A playbook, capturing the reusable best-practice steps for the sales process
B. A consent statement, which governs data permissions rather than selling steps
C. An installed base, which models deployed equipment at a customer site
D. A warranty, which records coverage terms for a registered product

Answer: A

Explanation:
a playbook captures the reusable best-practice steps that guided selling then presents to reps.

Question: 2

CHALLENGE 1 — Establishing the Guided Selling Foundation
The team wants those steps to appear to reps inside the opportunity as they work, not in a separate file. Which capability delivers that in-context guidance?

A. A static PDF attached to the account and opened manually
B. Guided selling, which surfaces the playbook's steps in context inside the opportunity
C. Email analytics, which reports campaign results in Emarsys
D. A nightly report emailed to managers listing changed opportunities, though it does not address the requirement described

Answer: B

Explanation:
guided selling surfaces the playbook's recommended steps in context within the opportunity.

Question: 3

CHALLENGE 1 — Establishing the Guided Selling Foundation
Leadership asks why guided selling is preferred over letting each rep decide their own approach. What is the strongest rationale?

A. It removes the need for any sales training across the whole team
B. It guarantees every opportunity will close regardless of the rep's effort
C. It gives reps a consistent, best-practice path, improving repeatability
D. It replaces the need to record opportunities in the system at all

Answer: C

Explanation:
guided selling gives a consistent best-practice path so selling is repeatable across reps.

Question: 4

CHALLENGE 1 — Establishing the Guided Selling Foundation
A rep wants to add their own extra step to the guided path for one deal. How should this be governed to keep the path consistent?

A. Let each rep freely rewrite the guided steps for any deal at will
B. Abandon guided selling because one rep wants a variation
C. Store the extra step only in the rep's personal notebook outside the system, which does not fit the situation the team faces
D. Keep the standard playbook path and manage changes through the defined playbook

Answer: D

Explanation:
changes should go through the defined playbook so the path stays consistent and governed.

Question: 5

CHALLENGE 2 — Structuring the Daily Selling Workspace
Reps want one place each morning showing their tasks, opportunities, and recommended actions. Which standard capability provides this?

A. A consent statement, a privacy construct with no workspace function
B. The digital selling workspace, consolidating tasks, opportunities, and actions in one view
C. ImpEx, a Commerce data-load format unrelated to a selling workspace
D. An installed base, which models equipment rather than a daily workspace, and so it is not the appropriate choice here

Answer: B

Explanation:
the digital selling workspace consolidates a rep's tasks, opportunities, and recommended actions.

Question: 6

CHALLENGE 2 — Structuring the Daily Selling Workspace
Field reps also need to plan and record structured store visits within the routine. Which capability supports that?

A. A warranty, which records coverage terms, not visits
B. Email analytics, which reports on marketing campaigns
C. Visit management, which plans, schedules, and records structured customer visits
D. A screen set, a Customer Data Cloud form-layout concept, despite appearing plausible at first glance

Answer: C

Explanation:
visit management plans, schedules, and records structured in-person customer visits.

Question: 7

CHALLENGE 2 — Structuring the Daily Selling Workspace
The team considers building a custom dashboard for the daily home instead of using the standard workspace. Why is the standard workspace preferred?

A. It meets the need with standard capability, keeping the solution clean and upgradable
B. It permanently prevents any future customization anywhere in the solution, which the team does not actually need for this
C. It removes the need to record any tasks or opportunities at all
D. It guarantees reps will never need training on the solution again

Answer: A

Explanation:
using the standard workspace meets the need while keeping the solution clean and upgradable.

Question: 8

CHALLENGE 3 — Turning Pipeline Data into Manager Insight
Managers want to coach from aggregated pipeline and process performance rather than reading opportunities one by one. Which capability provides this?

A. A single opportunity opened at a time to read its fields
B. A consent statement, which governs permissions, not analytics, and it fails to meet the stated business goal
C. Trends analytics, which aggregates pipeline and process performance for insight
D. ImpEx, a Commerce data-load format unrelated to analytics

Answer: C

Explanation:
trends analytics aggregates pipeline and process performance so managers coach from patterns.

Question: 9

CHALLENGE 3 — Turning Pipeline Data into Manager Insight
A manager asks whether they should export opportunities to a spreadsheet each week to spot trends. What is the better approach?

A. Yes, rebuild the analysis by hand in a spreadsheet every week, though it does not address the requirement described
B. Yes, email the spreadsheet around for others to re-key
C. No, stop reviewing pipeline performance altogether
D. No, use trends analytics for live aggregated insight instead of manual exports

Answer: D

Explanation:
trends analytics provides live aggregated insight without manual exports.

Question: 10

CHALLENGE 3 — Turning Pipeline Data into Manager Insight
Leadership wants coaching to focus where it most improves results. What is the primary value of aggregated trends for a manager?

A. They reveal patterns across the pipeline so coaching targets the biggest gaps
B. They automatically close the weakest opportunities without rep action
C. They replace the need to record opportunities in the system
D. They convert every opportunity into a marketing campaign automatically, which does not fit the situation the team faces

Answer: A

Explanation:
aggregated trends reveal patterns so managers coach where it most improves results.
Topic: 2
Micro Skill Drill Exam

Question: 11

Nordhaven Cycles in Porto, Portugal is designing its customer experience landscape and wants a single place to see how commerce, marketing, sales, and service solutions fit together with the underlying platform. The architect is asked which SAP layer provides the integration, extension, and AI services that sit beneath the individual CX applications and connects them into one intelligent enterprise. Leadership wants the foundational platform named correctly before the diagram is drawn.
Which layer provides the shared integration, extensibility, and AI services beneath the CX applications?

A. A single CX application chosen to host every other solution's data and logic internally
B. SAP Business Technology Platform, which supplies integration, extension, and AI services for the CX suite
C. The on-premise ERP database, repurposed to run all customer-facing marketing and service flows, though it does not address the requirement described
D. A spreadsheet catalog of solutions maintained manually and shared by email each release cycle

Answer: B

Explanation:
SAP Business Technology Platform is the foundation that provides integration, extensibility, and AI services connecting the CX solutions into one intelligent enterprise.

Question: 12

At Veranova Textiles in Tampere, Finland, sales representatives want structured, step-by-step guidance while working an opportunity so that recommended next actions appear in context rather than being remembered by each person. The architect must name the SAP Sales Cloud Version 2 capability that presents this in-context selling guidance within an opportunity so reps follow a consistent, best-practice path.
Which capability provides in-context, step-by-step selling guidance inside an opportunity?

A. Guided Selling, which surfaces recommended steps and actions in context within the opportunity
B. A nightly batch report emailed to managers listing which opportunities changed that day
C. A static PDF playbook attached to the account and opened manually by each representative, which does not fit the situation the team faces
D. A free-text notes field where reps type whatever next step they happen to think of

Answer: A

Explanation:
Guided Selling delivers recommended steps and actions directly within the opportunity, giving reps a consistent best-practice path.

Question: 13

Brackwell Foods in Graz, Austria is setting up SAP Service Cloud Version 2 and needs a way to classify and track individual customer issues from creation through resolution, with status, category, and

routing. The architect is asked which core Service Cloud object represents a single trackable customer issue that the service team works to closure.
Which Service Cloud Version 2 object represents a single trackable customer issue worked to resolution?

A. An installed base, which groups the components installed at a customer location
B. A case, which captures an individual customer issue tracked from creation to resolution
C. A service organization, which models the teams and responsibilities that handle work
D. A registered product, which records an item a customer owns and its warranty coverage, and so it is not the appropriate choice here

Answer: B

Explanation:
A case represents a single customer issue with status, category, and routing, tracked through to resolution.

Question: 14

Halvorsen Optics in Bergen, Norway wants marketing campaigns to reach the same audience consistently across email, web, mobile, and ads rather than treating each channel in isolation. The architect must name the SAP Engagement Cloud (Emarsys) characteristic that lets a single strategy coordinate messages across all these channels for one audience.
Which Emarsys characteristic lets one strategy coordinate messaging across email, web, mobile, and ads?

A. Single-channel email only, with each other channel run by a separate disconnected tool, despite appearing plausible at first glance
B. Omnichannel marketing, which coordinates messaging to one audience across all channels
C. One-time batch sends that cannot be sequenced or coordinated with any other channel
D. A manual export of contacts re-uploaded into each channel platform every single week

Answer: B

Explanation:
Omnichannel marketing coordinates messages to a single audience across email, web, mobile, and ads.

Question: 15

Cindersa Ceramics in Leuven, Belgium is launching a consumer portal and must capture, store, and honor each customer's marketing and data-processing permissions to meet privacy regulations. The architect is asked which SAP Customer Data Cloud construct defines the specific permission text a customer agrees to and is recorded against their profile.
Which Customer Data Cloud construct defines the permission text a customer agrees to?

A. A screen set, which only lays out the visual fields of the registration form on screen, which the team does not actually need for this

B. A site, which is the top-level container grouping the portal's overall configuration
C. A web SDK call, which merely transports data between the browser and the service
D. A consent statement, which defines the permission text the customer explicitly agrees to

Answer: D

Explanation:
A consent statement defines the specific permission a customer agrees to, and a consent record captures their agreement against the profile.

Question: 16

Trelmont Pharma in Utrecht, Netherlands collects customer signals from a web store, a loyalty app, and a call center, and the same person appears under different identifiers in each. The architect must name the SAP Customer Data Platform capability that stitches these separate identifiers into one unified customer profile.
Which Customer Data Platform capability unifies separate identifiers into one customer profile?

A. Identity resolution, which links separate identifiers into a single unified customer profile
B. An activity indicator, which summarizes a behavior metric rather than merging identities
C. Data ingestion, which brings raw events in but does not by itself merge duplicate identities
D. A customer dashboard, which visualizes profiles but does not resolve who is who across sources

Answer: A

Explanation:
Identity resolution matches and links identifiers from different sources into one unified customer profile.

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