Salesforce
Strategy-Designer
Salesforce Certified Strategy Designer Exam

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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 braisntorming 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 frist 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

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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