Salesforce
oud-Trade-Promotion-Management-Ac

Consumer Goods Cloud Trade Promotion Management Accredited Professional

Questions&AnswersPDF

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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.

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