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## Question: 1

Which two of the following allows a Consumer Goods Cloud user to review the vision detection accuracy?

- A. Goods Metrics
- B. Shelf Metrics
- C. Planogram Metrics
- D. Object Metrics
- E. Model Metrics

**Answer: B, E**

Explanation:

Shelf Metrics allow a user to review the vision detection accuracy by comparing the actual shelf image with the expected planogram image. Model Metrics allow a user to review the vision detection accuracy by showing the confidence score and the number of detections for each object in the shelf image. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

## Question: 2

Sales Managers would like a map that shows which stores are running a promotion within their vicinity. Which solution meets their requirement and also involves the least amount of custom development?

- A. A visual mashup that displays the required map on the promotions page
- B. An unmanaged package from the AppExchange modified to meet the requirements
- C. The nearby map component on the promotion records page
- D. The map component added to the home page

**Answer: C**

Explanation:

The nearby map component on the promotion records page allows a user to see which stores are running a promotion within their vicinity. This solution meets the requirement and also involves the least amount of custom development, as it is a standard feature of Consumer Goods Cloud. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 32.

## Question: 3

Which statement is true about action plan templates?

- A. Action plan templates can have multiple orders and delivery tasks
- B. Action plan templates can have multiple planogram, inventory and promotion checks
- C. Action plan templates are ready to use after saving

D. Action plan templates are not extensible through Apex

**Answer: B**

Explanation:

Action plan templates can have multiple planogram, inventory and promotion checks, which are predefined tasks that can be assigned to field reps to perform during their store visits. These tasks help to ensure compliance and optimize product placement and availability. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 26-27.

### **Question: 4**

Which object is connected to Action Plan?

- A. Assessment Task
- B. Visit
- C. Action Plan Template item
- D. Retail Store

**Answer: B**

Explanation:

An action plan is connected to a visit, which represents a scheduled or unscheduled interaction between a field rep and a retail store. A visit can have one or more action plans associated with it, depending on the tasks that need to be completed during the visit. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 25.

### **Question: 5**

Items are not appearing in the delivery task. What object needs to be assigned to the user for the items to be listed

- A. Product
- B. Retail Store KPI
- C. Shipment
- D. Product Transfer

**Answer: C**

Explanation:

Assigning the Shipment object to the user enables the listing of items in the delivery task, as this object tracks

the movement of products from warehouses to retail locations.

## Question: 6

A company called Alpine is running a 'buy one get one free' (BOGO) promotion for all energy bars and sending out merchandisers to ensure that their retail customers are running it correctly. At what level should Retail Store KPIs be defined for a promotional end cap audit and also to minimize records created?

- A. At the energy bar product SKU level
- B. At the Alpine brand catalog level
- C. At the custom context field level
- D. At the energy bar product category level.

**Answer: D**

Explanation:

Retail Store KPIs are key performance indicators that measure how well a retail store is performing against a specific goal or target. For a promotional end cap audit, Retail Store KPIs should be defined at the energy bar product category level, as this would capture all the energy bars that are included in the BOGO promotion and also minimize the number of records created. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

## Question: 7

Alpine, a Consumer Goods company, is launching a new division dedicated to fresh baked breads delivered to restaurants and groceries. In an effort to move product rapidly and pick up new clients they need to extend their current customer onboarding process to allow field reps to onboard new customers while on their daily route. Which option is a best practice to complete this requirement ?

- A. Create a retail store record from the mobile app and use a workflow to send an email to the customer affair department
- B. Create an opportunity and use CPQ to send the restaurant manager an enticing quote
- C. Use the Click2Create function to pull the Point of interest data from maps directly to the address fields and attached follow up case or lead to onboard the outlet on an onboarding journey
- D. Ask the potential customer to navigate to the Alpine website built on Commerce Cloud to place their first order. Use the Commerce Cloud to Consumer Goods Cloud connector to complete the order

**Answer: C**

Explanation:

The Click2Create function is a feature of Consumer Goods Cloud that allows a field rep to create a new retail store record from the mobile app by tapping on a point of interest on a map. This function automatically fills in the address fields with the data from the map and also allows the field rep to attach a follow up case or lead to onboard the outlet on an onboarding journey. Verified Reference: [Salesforce Consumer Goods Cloud

Implementation Guide], page 34-35.

## Question: 8

Which two standard capabilities are available when executing a promotion check in the field?

- A. Viewing which products are included in the promotion
- B. Marking the promotion as complete
- C. Taking a photo of the promotion
- D. Changing the promotion planning dates
- E. Changing the discounts on the products included in the promotion

**Answer: A,C**

Explanation:

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. When executing a promotion check in the field, two standard capabilities are available: viewing which products are included in the promotion and taking a photo of the promotion. These capabilities help to ensure compliance and capture evidence of promotional execution. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 2728.

## Question: 9

When performing a search in an inventory check task which products are considered for the search?

- A. All products created by the user
- B. All products associated with the retail store
- C. All products owned by the user
- D. All products in the organization

**Answer: B**

Explanation:

When performing a search in an inventory check task, only the products that are associated with the retail store are considered for the search. This is because the inventory check task is designed to verify the availability and quantity of products in a specific store location. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28.

## Question: 10

Northern Trail Outfitters (NTO) is expanding quickly and wants to improve their reps productivity. Business leadership has expressed their desire to leverage Salesforce Einstein Vision to accomplish this. What are the three recommended steps for setting up Einstein Vision with Consumer Goods Cloud for automatic detection of products on the shelf?

- A. Setup in store location and associate planogram
- B. Enable Einstein Object Detection
- C. Upload the training pictures as attachments to the planogram for Einstein Object Detection to work
- D. Define planogram check task
- E. Train Einstein Vision Models with marketing images of products to yield optimal results

**Answer: B,D,E**

Explanation:

These steps are essential in setting up Einstein Vision for automatic product detection on shelves, involving enabling the feature, defining relevant tasks, and training the models with appropriate product images.

### Question: 11

Which field is required for setting up Retail Store KPIs?

- A. Effective to
- B. Retail Store Group
- C. KPI Type
- D. Promotions

**Answer: C**

Explanation:

KPI Type is a required field for setting up Retail Store KPIs. Retail Store KPIs are key performance indicators that measure how well a retail store is performing against a specific goal or target. The KPI Type defines the type of metric that is being measured, such as share of shelf, out of stock, or promotion compliance. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30.

### Question: 12

Northern Trail Outfitters (NTO) has a 7-tier product hierarchy that they use to track products in their Enterprise Resource Planning (ERP) platform. Assuming this functionality is available in the Consumer Goods Cloud, what should a consultant at NTO determine which tier of data contains the information required to set up products in Consumer Goods Cloud INTO wishes to measure share-of- shelf ?

- A. What tier has data describing the product with?
- B. Which tier has the data you trust most?
- C. Which tier describes stock keeping units (SKL)?
- D. There is no need to ask a question choose level 7

**Answer: C**

Explanation:

A consultant at NTO should determine which tier of data contains the information required to set up products in Consumer Goods Cloud by asking which tier describes stock keeping units (SKU). A SKU is a unique identifier for a product that can be scanned and tracked in inventory systems. SKU is the level of data that is needed to measure share of shelf, which is the percentage of space occupied by a product or brand on a shelf. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 19.

### **Question: 13**

GreenTech, a Consumer Goods company wants to sell new products in a particular retail store Which Tableau CRM dashboard should they use to find opportunities to sell new products in a retail store location

- A. White Space Analysis
- B. Sales Rep Performance
- C. Sales Manager- Territory Performance
- D. Account Insight

**Answer: A**

Explanation:

White Space Analysis is a Tableau CRM dashboard that shows opportunities to sell new products in a retail store location. It analyzes the sales performance and product distribution across different stores and segments, and identifies gaps or white spaces where new products can be introduced or existing products can be expanded. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.

### **Question: 14**

Which statement is correct about Consumer Goods- Einstein Visit Recommendations?

- A. Visit Recommendations are automatically generated by recent case activities
- B. Visit Recommendations automatically take into consideration already created visits for the store
- C. Visit Recommendations rules consider the store operating hours
- D. Visit Recommendations can be created using the Next Best Action Strategy

**Answer: C**

Explanation:

Einstein Visit Recommendations take into account factors like store operating hours to ensure that suggested visits are feasible and practical.

## Question: 15

Which three statements are Correct about Store Products?

- A. Store Products are automatically When shipment related tasks are completed
- B. Store Products are required for Inventory Check Task to work
- C. Store products are required for Promotion check task to work
- D. Store Products are required to search and scan functionality in the Inventory Check Task
- E. Store Products drive the order capture functionality.

**Answer: BCD**

Explanation:

Store Products are integral to various tasks in Consumer Goods Cloud, including inventory and promotion checks, as well as search and scan functionalities.

## Question: 16

Which three setup steps should the salesforce Admin configure to allow Sales Managers to create and assign delivery tasks to deliver?

- A. Create an action plan template with a Delivery Task and assign it to a Visit
- B. Assign the Lightning Direct store Delivery permissions set to the user
- C. Define Assessment Indicator Definitions for Delivery task
- D. Change the Action Plan Type Delivery
- E. Assign the Action Plans permission set to the Sales Manager .

**Answer: A,B,E**

Explanation:

To allow Sales Managers to create and assign delivery tasks to deliver, the following setup steps should be configured:

Create an action plan template with a Delivery Task and assign it to a Visit. A Delivery Task is a type of action plan task that allows a field rep to deliver products to a retail store. A Visit is a scheduled or unscheduled interaction between a field rep and a retail store.

Assign the Lightning Direct store Delivery permissions set to the user. This permissions set grants access to the delivery task functionality and related objects, such as product transfers and shipments. Assign the Action Plans permission set to the Sales Manager. This permissions set grants access to the action plan functionality and related objects, such as action plan templates, action plan tasks, and assessments. Verified Reference:

[Salesforce Consumer Goods Cloud Implementation Guide], page 28-29.

## Question: 17

Which of the following represent the three ways of performing a promotion check during an in-store visit?

- A. Clearance Promotion, Volume Promotion, and Product Coupons
- B. Individual product, Product Coupons, and Volume Promotion
- C. Unit Promotion, Product Category, and Product Coupons
- D. General Promotion, Individual Product, and Product Category

**Answer: D**

Explanation:

A promotion check is a type of action plan task that allows a field rep to verify if a promotion is running correctly at a retail store. There are three ways of performing a promotion check during an in-store visit:

General Promotion, which checks if any promotion is running at the store, regardless of the product OR category involved.

Individual Product, which checks if a specific product is part of a promotion at the store.

Product Category, which checks if a group of products that belong to the same category are part of a promotion at the store. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27-28.

## Question: 18

Which three standard components are available for Assessment Task record pages when configuring Consumer Goods Cloud app screens?

- A. In Store Products
- B. Promotion List
- C. Promotion Details
- D. Cart Review
- E. Inventory Check

**Answer: BCE**

Explanation:

These components provide comprehensive information about promotions and inventory, vital for effective retail execution.

## Question: 19

Which three Survey invitations are displayed in the In-Store Survey task during a visit?

- A. Survey invitations associated with the visit
- B. All Survey invitations targeted to a contact or user
- C. All open Survey invitations
- D. Survey invitations associated with the Retail Store
- E. Survey invitations associated with the Store Primary Contact

**Answer: A,D,E**

Explanation:

Survey invitations associated with the visit, the Retail Store, and the Store Primary Contact are three survey invitations that are displayed in the In-Store Survey task during a visit. These survey invitations are relevant to the context of the visit and can help users to collect feedback from the store staff or customers. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27.

### **Question: 20**

Which Three actions should a System Admin perform to set up a survey assessment task in the Consumer Goods Cloud?

- A. Define Assessment Indicator Definition to capture within survey
- B. Create a Retail Store KPI record of 'Survey Type'
- C. Create a Survey record using Salesforce survey application
- D. Generate survey invitations for the retail store 'Primary Contact'.
- E. Define an Assessment Task Definition of type 'In-Store Survey'

**Answer: ACE**

Explanation:

These steps enable the setup of survey assessment tasks in Consumer Goods Cloud, ensuring the surveys are well-defined and integrated with retail store activities.

### **Question: 21**

How can an Account Manager visualize store visits in their territory for the day by their current status?

- A. By creating a Map Layer using retail store search filters by status and color code the markers by status
- B. By creating a map layer using accounts as a base object and color code the markers by status
- C. By creating a map layer using retail store as the base object and represent the markers by shape
- D. By creating a map layer using visits as the base object and color code the markers by status

## Answer: D

### Explanation:

To visualize store visits in their territory for the day by their current status, an Account Manager can create a map layer using visits as the base object and color code the markers by status. A map layer is a visual representation of data on a map that can be filtered and customized. A visit is an object that represents a scheduled or unscheduled interaction between a field rep and a retail store. The status of a visit indicates whether it is planned, in progress, completed, or canceled. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 34.

### Question: 22

Which KPIs can be derived using Planogram detection?

- A. Out of Stock, Share of Shelf, SKU Facings
- B. Out of Stock, Share of Shelf, Brand Facings
- C. Out of Stock, Shelf Size, SKU Facings
- D. Out of Stock, Shelf Size, Brand Facings

## Answer: A

### Explanation:

Out of Stock, Share of Shelf, and SKU Facings are three KPIs that can be derived using Planogram detection. A Planogram is a visual representation of how products should be arranged on a shelf. Planogram detection is a feature that uses Einstein Vision to compare the actual shelf image with the expected planogram image and calculate metrics such as:

Out of Stock, which measures the percentage of products that are missing from the shelf.

Share of Shelf, which measures the percentage of space occupied by a product or brand on a shelf.

SKU Facings, which measures the number of times a product SKU is visible on a shelf. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

### Question: 23

Alpine, a Consumer Goods company, is sending new product introduction samples to outlets via their distributors who are using Alpine's field execution app. How can Alpine keep track of the inventory of the samples in the field?

- A. By creating delivery tasks for the distributors and monitor their on hand inventory for the sample Product's Stock Keeping Unit (SKU).
- B. By creating a report for store locations to monitor the on hand inventory
- C. By assigning the asset to a custom task type and make the distributors enter the delivered quality
- D. By creating delivery tasks for the distributors and track the shipping document status

## Answer: A

### Explanation:

To keep track of the inventory of the samples in the field, Alpine can create delivery tasks for the distributors and monitor their on hand inventory for the sample Product's Stock Keeping Unit (SKU). A delivery task is a type of action plan task that allows a field rep to deliver products to a retail store. A product SKU is a unique identifier for a product that can be scanned and tracked in inventory systems. By creating delivery tasks and monitoring product SKUs, Alpine can ensure that the distributors have enough samples to distribute and also track how many samples have been delivered to each store. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 28-29.

### Question: 24

Which User persona manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives?

- A. Category Manager
- B. Divisional Manager
- C. Sales Manager
- D. Store Manager

## Answer: C

### Explanation:

A Sales Manager is the user persona that manages day-to-day Retail Execution processes such as creating visits, creating tasks, and assigning visits to Field Representatives. A Sales Manager is responsible for planning and overseeing the retail activities of a team of field reps, as well as analyzing and reporting on the performance and compliance of the retail stores in their territory. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 18.

### Question: 25

Northern Trail Outfitters (NTO) would like to know if the high value assets placed in stores are compliant. If not compliant, NTO would like a boolean value generated to trigger an action plan for correction. What is the recommended approach to meet the customer's requirement and limit the amount of custom code?

- A. Use an inventory check task with flow
- B. Use a custom task with flow
- C. Use a promotion check task with apex
- D. Use a custom task with apex

## Answer: A

### Explanation:

This approach allows for an efficient and code-minimal way to check compliance of high-value assets in stores and trigger correction action plans based on Boolean values.

### **Question: 26**

What actions should a consultant take during setup to ensure Einstein Vision works when deployed to field users?

- A. Build the model to be used and review its quality prior to deployment to support a positive first experience
- B. Populate the custom object for Einstein optical character recognition so that the system can have a baseline to perform its AI
- C. Assign a permission set for users who need to use Einstein to provide access to functionally
- D. Upload a suppression data set for known competitor products so Einstein can avoid the detection
- E. Upload a data set for Einstein to leverage for object detection so the system can have a baseline to perform its AI

**Answer: A,B,E**

Explanation:

### **Question: 27**

Which of the following three capabilities are available with Salesforce Maps Advanced to support Store Visit planning?

- A. Real-time Traffic-based Routing
- B. Constraint based Routing
- C. Visit Windows
- D. Visit Prioritization
- E. Gantt-chart Routing

**Answer: A,B,C**

Explanation:

Salesforce Maps Advanced includes features like real-time traffic-based routing, constraint-based routing, and visit windows to optimize field service operations and improve efficiency in planning store visits.

### **Question: 28**

Prior to rollout testing users find themselves failing all the test cases related to delivery tasks What is a potential reason for this?

- A. The tester did not have the Lightning Retail Execution Plus Permission Set added

- B. The tester did not have the lightning direct store delivery Permission Set added
- C. The tester is outside the geofence for the store
- D. The KPIs are too extreme and causing the system to fail

**Answer: B**

Explanation:

A possible reason for failing all the test cases related to delivery tasks is that the tester did not have the lightning direct store delivery Permission Set added. A Permission Set is a collection of settings and permissions that grant users access to various tools and features. The lightning direct store delivery Permission Set is required for users who need to use the delivery task functionality and related objects, such as product transfers and shipments. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 29.

### **Question: 29**

Which of the following have promotions associated with them using the Consumer Goods Cloud Data Model?

- A. Promotion Channel, Retail Store KPI, Retail Visit KPI and Delivery Task
- B. Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI (Promotion Product, Promotion Product Categories, Promotion Channel)
- C. Promotion Channel, Retail Visit KPI, Assessment Task Definition and in Store Location
- D. Promotion Product, Retail Store KPI, Delivery Task and in Store Location

**Answer: B**

Explanation:

Promotion Product, Promotion Channel, Retail Store KPI, and Retail Visit KPI are four objects that have promotions associated with them using the Consumer Goods Cloud Data Model. These objects help users to define, execute, and measure promotions in retail stores. They are:

Promotion Product, which represents a product that is part of a promotion.

Promotion Channel, which represents a channel or segment where a promotion is applicable.

Retail Store KPI, which represents a key performance indicator that measures how well a retail store is performing against a specific promotion goal or target.

Retail Visit KPI, which represents a key performance indicator that measures how well a field rep executed a promotion during a store visit. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 30-31.

### **Question: 30**

Northern Trail Outfitters wishes to use Tableau CRM as part of their Consumer Goods Cloud rollout. What data is required to support successful creation of the app?

- A. Products must be associated to retail stores

- B. Retail Visit KPIs must be created
- C. Retail Store KPIs must be created
- D. Promotions must be created and associated to retail store locations

**Answer: A**

Explanation:

A data requirement to support successful creation of the Tableau CRM app for Consumer Goods Cloud is that products must be associated to retail stores. This is because the Tableau CRM app analyzes the sales performance and product distribution across different stores and segments, and identifies opportunities and gaps for product placement and availability. Without associating products to retail stores, the app cannot provide accurate and meaningful insights. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.

### **Question: 31**

Sales Reps in the field are reporting that no surveys are available when they try to complete a visit survey on their mobile devices. What are two explanations for this?

- A. The Salesforce admin has not created and activated a Salesforce survey
- B. The rep is missing the Create Surveys permission
- C. A custom Assessment Task definition has not been created
- D. A related survey invitation has not been generated
- E. The Retail Execution Survey Lighting Flow has not been action

**Answer: A,D**

Explanation:

Two explanations for why no surveys are available when field reps try to complete a visit survey on their mobile devices are:

The Salesforce admin has not created and activated a Salesforce survey. A Salesforce survey is a questionnaire that can be sent to customers or contacts to collect feedback. The admin needs to create and activate a survey before it can be used in an in-store survey task.

A related survey invitation has not been generated. A survey invitation is an object that represents an invitation to take a survey. A survey invitation needs to be generated and associated with the visit, the retail store, or the store primary contact before it can be displayed in an in-store survey task.

Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 27.

### **Question: 32**

Which two levels can promotions be defined within the Consumer Goods Cloud?

- A. Account
- B. Product Category

- C. Retail Store Group
- D. Product
- E. Retail Store

**Answer: DE**

Explanation:

Promotions within the Consumer Goods Cloud can be defined at different levels, including the Account, Product, and Retail Store levels. This flexibility allows for targeted and effective promotion strategies.

### **Question: 33**

For what two reasons would the standard record pages for tasks of type "Other" be visible instead of the KPI component

- A. Lightning App Builder does not support configuration of the standard record pages to include the KPI component
- B. Salesforce Mobile App always displays the standard record pages
- C. If related object is a custom object it will always display the standard record page
- D. The record page Custom Task KPI Component has not been assigned to the concerned user profile E. The related object record page has not been configured to include Custom task KPI Component in Lightning And Builder

**Answer: D,E**

Explanation:

### **Question: 34**

How can a Field Sales Manager access a photo taken by a Field Rep of a defective In-store asset

- A. The photo is linked to the visit record
- B. The photos linked to the asset record
- C. The photo is sent directly to the manager's email
- D. The photo is linked to the asset check task

**Answer: A**

Explanation:

Field Sales Managers can access photos taken by Field Reps of defective in-store assets through the asset record to which the photos are linked. This provides a direct association between the asset and its condition.

### Question: 35

Which of the following are supported KPI Type values for Retail Store KPI records?

- A. Units
- B. Price
- C. Promotion
- D. Facing
- E. Revenue

**Answer: A,D,E**

Explanation:

In the Consumer Goods Cloud, Retail Store KPI records support various KPI types, including Units, Facing, and Revenue. These KPIs are critical for assessing retail performance.

### Question: 36

A Company by the name of Northern Trail Outfitters(NTO) leverages top industry professionals to manage direct store delivery. How should a consultant explain the power of Consumer Goods Cloud's Einstein for CG- Visit Recommendations feature to NTO?

- A. By adopting the Einstein for CG- Visit Recommendations with the consumer goods cloud, Professionals can focus on these work while having information served to them that will support them in being competitive
- B. Einstein for Consumer Goods Cloud is a great tool, but like all software Consumer Goods Cloud is a work in progress. Updates to resolve the functionality gaps of professionals aren't likely to occur until one of the three yearly releases.
- C. Consumer Goods Cloud Einstein for CG - Visit Recommendations feature is natively powered by market research data enabling comprises to target customers by leveraging big data and competitors performance
- D. By adopting the Einstein for CG - Visit Recommendations on the Consumer Goods Cloud the existing workforce can be terminated and replaced with more affordable lay workers to increase margins

**Answer: A**

Explanation:

Einstein for CG- Visit Recommendations is a feature that uses artificial intelligence to suggest optimal store visits for field reps based on predefined rules and criteria. By adopting this feature with the consumer goods cloud, professionals can focus on their work while having information served to them that will support them in being competitive. For example, they can prioritize the most profitable or strategic stores, avoid unnecessary or redundant visits, and optimize their routes and schedules. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 36.

### Question: 37

At which three levels can Store Action Plan Templates for recommended tasks for a visit be defined?

- A. Location
- B. Retail Store Group
- C. Retail Store
- D. In-Store Location
- E. Account

**Answer: BCD**

Explanation:

Store Action Plan Templates for recommended tasks can be defined at various levels including Retail Store Group, Retail Store, and In-Store Location, allowing for granular and effective task management.

### Question: 38

Which three Consumer Goods Cloud(CGC) objects are linked to the product2 object in the CGC data model?

- A. Assortment Product
- B. Delivery Product
- C. Assessment Task Product
- D. Promotion Product
- E. Store Product

**Answer: A,C,D**

Explanation:

In the Consumer Goods Cloud data model, several objects are linked to the Product2 object. These include Assortment Product, Assessment Task Product, and Promotion Product. This linkage is essential for comprehensive product management within the Consumer Goods Cloud.

### Question: 39

When creating a new page for the Consumer Goods Cloud mobile application, what components are available to be added?

- A. Quip Documents, Einstein Predictions, and Price Optimization
- B. Quip Documents, Einstein Predictions, and Custom Object Task List
- C. DEX Electronic Data Interchange(EDI), Custom Object Task List, and Customer Onboarding
- D. DEX Electronic Data Interchange(EDI), Price Optimization, and Customer Onboarding

## Answer: B

### Explanation:

Quip Documents, Einstein Predictions, and Custom Object Task List are three components that can be added to a new page for the Consumer Goods Cloud mobile application. These components provide additional functionality and information for users in the field. They are:

Quip Documents, which allows users to access and collaborate on Quip documents within the app.

Quip documents are cloud-based documents that can include text, images, spreadsheets, charts, and

more.

Einstein Predictions, which allows users to see predictions and recommendations from Einstein AI based on their data and actions. For example, users can see predictions for sales revenue, product demand, or visit outcomes.

Custom Object Task List, which allows users to create and complete tasks related to custom objects within the app. Custom objects are objects that are defined and configured to suit specific business needs. Verified

Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 40-41

### Question: 40

Field Reps would like to monitor the team messages throughout the day while completing tasks. Which solution provides the optimal user experience while using a tablet?

- A. Extend every Consumer Goods Cloud mobile page to add a link to navigate to Chatter
- B. Extend the visit List by leveraging the two column layout where one column is the visit list and the second is a messages
- C. Create a quick action to create a note addressed to a team member
- D. Display a notification for every message that a team member sends while the Field Rep is on the app

## Answer: B

### Explanation:

[https://help.salesforce.com/s/articleView?id=sf.cg\\_concept\\_admin\\_notification\\_tasks.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.cg_concept_admin_notification_tasks.htm&type=5)

### Question: 41

Which Lightning component can an admin add to a Consumer Goods assessment task record page?

- A. In-Store Products Check
- B. Inventory Check
- C. Planogram Check
- D. Promotion Check

## Answer: B

Explanation:

[https://help.salesforce.com/s/articleView?id=sf.retail\\_task\\_admin\\_create\\_assessment\\_task\\_record\\_page.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.retail_task_admin_create_assessment_task_record_page.htm&type=5)

Inventory Check is a Lightning component that can be added to a Consumer Goods assessment task record page by an admin. An assessment task is a type of action plan task that allows users to collect data and perform actions related to a retail store. An inventory check is a type of assessment task that allows users to verify the availability and quantity of products in a store. The Inventory Check

component displays the products that are associated with the store and allows users to search, scan, and update the product information. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 40.

## Question: 42

Which of the following is accurate regarding the Einstein Vision model?

- A. The model is created automatically by Einstein based on uploading the perfect image
- B. The model is created via crowdsourcing of images available via public copyright licenses
- C. The model is created in store as reps perform their daily tasks during phase 1 rollout
- D. The model needs to be created as part of the development process using a base set of images

## Answer: D

Explanation:

The Einstein Vision model is a representation of how objects are detected and counted in an image. The model needs to be created as part of the development process using a base set of images. The base set of images should contain images of the products that need to be detected on the shelf, as well as labels and annotations for each product. The model is then trained and tested using these images and can be improved by adding more images or adjusting the parameters. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

## Question: 43

How can admins review the performance of the Object Detection Model?

- A. By creating a Custom Object
- B. By enabling Custom Object Detection
- C. Through Detected Objects
- D. Through Einstein Bots

**Answer: C**

Explanation:

[https://help.salesforce.com/s/articleView?id=sf.industries\\_einstein\\_object\\_detection\\_review\\_detected\\_objects.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.industries_einstein_object_detection_review_detected_objects.htm&type=5)

Admins can review the performance of the Object Detection Model through Detected Objects, which are records that store the results of the object detection process. Detected Objects contain information such as the confidence score, the number of detections, and the bounding box coordinates for each object in an image. Admins can use reports and dashboards to analyze the Detected Objects data and evaluate the accuracy and performance of the Object Detection Model. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 24.

### **Question: 44**

Northern Trail Outfitters(NTO) places a high value on understanding how their end capes are performing. What should be recommended to NTO to ensure they can capture this data?

- A. Make a Custom object for In-Store location on the Retail Store Object to capture KPIs
- B. Make In-Store locations as a record type on the Retail Store Object to capture the KPIs
- C. Make In-Store Locations as a record page on the In-Store Location Object to capture the KPIs
- D. Make a separate set of KPIs specifically for capturing the endcap In-Store Location

**Answer: D**

Explanation:

Creating a distinct set of KPIs for endcap locations allows NTO to specifically track and analyze the performance of these areas, providing targeted insights.

### **Question: 45**

How is a promotion linked to a Retail Store?

- A. Through a related list on the Retail Store Group object
- B. Through a Promotion Delivery Method
- C. Through a Promotion Channel record
- D. Through an account associated with the Retail Store

**Answer: C**

Explanation:

Promotions are linked to Retail Stores through Promotion Channel records, which define the connection and details of the promotional activities.

### Question: 46

Which option can be performed by using salesforce Maps with Consumer Goods Cloud?

- A. Update with Google Maps Static API on a single address
- B. Create layers of Retail Stores
- C. Optimize visit sequence in real time automatically during a Field Rep's Day
- D. View map images on mobile devices even when GPS is not enabled

**Answer: C**

Explanation:

Salesforce Maps integrated with Consumer Goods Cloud allows the creation of layers of Retail Stores, aiding in geographical and spatial analysis for field operations.

### Question: 47

Which three dashboards are natively available with Tableau CRM for Consumer Goods Cloud?

- A. Category Insights
- B. Inventory Performance
- C. Sales Rep Performance
- D. Store Insights
- E. Product Performance

**Answer: ACD**

Explanation:

These dashboards provide comprehensive insights into various aspects of consumer goods operations, from category performance to individual sales rep and store analyses.

### Question: 48

Which Statement is accurate regarding Action Plan Templates?

- A. They can be associated with Assessment Task Definitions and Component Tasks
- B. They can be Cloned
- C. They can be deleted
- D. They cannot be setup in the mobile application

**Answer: B**

Explanation:

Action Plan Templates in Consumer Goods Cloud can be cloned, enabling users to replicate and modify templates for various purposes and scenarios.

### Question: 49

Which Action Plan Type should be selected when creating an Action Plan for Consumer Goods Cloud?

- A. Assessment Task Plan
- B. Industries
- C. Visit Execution
- D. Visit Planning

**Answer: C**

Explanation:

The Action Plan Type that should be selected when creating an Action Plan for Consumer Goods Cloud is Visit Execution. An Action Plan Type is a metadata record that defines the type and configuration of an action plan. An action plan is a set of tasks that need to be completed for a specific purpose or goal. The Visit Execution Action Plan Type is designed for Consumer Goods Cloud users who need to create action plans for their store visits. A visit is an interaction between a field rep and a retail store. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 25.

### Question: 50

Which two standard fields on the Retail Store KPI object are required when doing an inventory check?

- A. Retail Store Group
- B. Custom Context
- C. Inventory Count
- D. Assessment Indicator Definition
- E. KPI Type

**Answer: A,D**

Explanation:

In Retail Store KPIs, you can define the assessment indicator definition that must be captured for a store group. Because the assessment indicator definition is associated with assessment task definition and store groups to stores, Retail Store KPIs are the link between a store and the tasks to be performed at a store. You can also define the expected values of an assessment indicator definition in Retail Store KPIs

### Question: 51

How can a merchandiser perform a check-in to log the arrival time and geo coordinates for an inventory-

check appointment?

- A. Check-in through Einstein Vision
- B. Check-in through standard location picker Lightning Web Component in Salesforce Mobile App
- C. Check-in through Salesforce Mobile App
- D. Check-in through Salesforce Maps on mobile

**Answer: C**

Explanation:

A merchandiser can perform a check-in to log the arrival time and geo coordinates for an inventory check appointment by using the Salesforce Mobile App. The Salesforce Mobile App is a mobile version of Salesforce that allows users to access and use various features and tools on their mobile devices. A check-in is a feature that allows users to record their arrival at a location, such as a retail store, by using their device's GPS. A check-in can be performed by tapping the Check In button on the visit record in the Salesforce Mobile App. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 34.

### Question: 52

Where are the results (actual values) of Custom Task KPIs stored?

- A. In the custom object.
- B. In the Retail Visit KPI record
- C. In the Retail Store KPI record
- D. In the Visit Record

**Answer: C**

Explanation:

The results or actual values of Custom Task KPIs are stored in the Retail Store KPI record, centralizing data related to performance indicators.

### Question: 53

Which permission set allows end-users to leverage the Einstein Visit Recommendation feature in Consumer Goods Cloud?

- A. Tableau CRM Plus User
- B. Retail Execution Lightning Plus
- C. Tableau CRM Plus Admin
- D. Lightning Direct Store Delivery
- E. Action Plans

**Answer: A**

Explanation:

The Retail Execution Lightning Plus permission set enables end-users to access

and leverage the Einstein Visit Recommendation feature in Consumer Goods Cloud, enhancing visit planning and optimization.

### **Question: 54**

Which two permissions should be enabled for users to view the Tableau CRM for Consumer Goods Cloud app?

- A. Tableau CRM Modify All
- B. Tableau CRM View
- C. Tableau CRM Plus User
- D. CG Analytics User
- E. Tableau CRM Growth

**Answer: B,D**

Explanation:

These permissions ensure that users have the necessary access to view and interact with the Tableau CRM for Consumer Goods Cloud app, providing critical analytics and insights.

### **Question: 55**

Which are the two primary use cases for performing an in-store survey?

- A. Gathering data on inventory reconciliation
- B. Gathering feedback from customers, consumers shoppers, and staff
- C. Gathering point of sale data
- D. Gathering data on promotions, inventory requirements and product quality
- E. Saving time for the Field

Reph<sup>https://help.salesforce.com/s/articleView?id=sf.retail\_concept\_user\_survey.htm&type=5</sup>

**Answer: B,D**

Explanation:

Two primary use cases for performing an in-store survey are:

Gathering feedback from customers, consumers, shoppers, and staff. An in-store survey can be used to collect feedback from various stakeholders who interact with the products or services offered by the consumer goods company. For example, an in-store survey can ask customers about their satisfaction, preferences, or suggestions; consumers about their awareness, perception, or loyalty; shoppers about their behavior,

motivation, or barriers; and staff about their challenges, needs, or opinions.

Gathering data on promotions, inventory requirements and product quality. An in-store survey can be used to collect data on various aspects of the product performance and availability in the retail

store. For example, an in-store survey can ask about the compliance, effectiveness, or impact of promotions; the demand, supply, or replenishment of inventory; and the condition, quality, or issues of products

## Question: 56

Northern Trail Outfitters (NTO) has their Field Reps perform regular activities, including promotion and inventory activities, as well as check the function of their computer display units that are placed in stores, to help customers ensure the backpacks fit properly. What should be done to support NTO Field Reps to ensure they are able to capture these KPIs?

- A. Create an asset called 'Computer Display Unit' and capture KPI called 'Backpack fit properly' using an assessment task.
- B. Create an Assessment Task Record type called 'Backpack Fit' for the Computer Display Units to capture the KPIs.
- C. Add 'Backpack Fit' for the Computer Display Units checkbox to the In-Store Survey Assessment Task.
- D. Create an Asset record named 'Backpack Fit' for the Computer Display Units and link it to the Assessment Task via a lookup field.

**Answer: B**

Explanation:

This approach allows Field Reps to specifically assess and record the KPI related to the functionality of the Computer Display Unit and its effectiveness in assisting customers with backpack fitting.

## Question: 57

A consultant for Northern Trail Outfitters (NTO) retail stores would like to configure inventory checks related to product, that are stocked in the frozen food aisle. What should the consultant do first to ensure the field rep knows that the product is located in the frozen food aisle?

- A. Create an In-Store Location called 'Frozen Food Aisle'.
- B. Create a record type called 'Frozen Food Aisle' on the task.
- C. Create a picklist field called 'location' to document the Frozen Food Aisle.
- D. Nothing as Product2 captures that the product is frozen.
- E. Create a record type called 'Frozen Food Aisle' on the retail store.

**Answer: A**

Explanation:

To ensure the field rep knows that the product is located in the frozen food aisle when performing an inventory check, the consultant should create an In-Store Location called 'Frozen Food Aisle'. An In-Store Location is an

object that represents a specific area within a retail store, such as an aisle, a shelf, or a cooler. By creating an In-Store Location for the frozen food aisle, the consultant can

associate it with the products that are stocked in that area and display it on the inventory check task. This way, the field rep can easily locate and verify the products in the frozen food aisle. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 20.

### **Question: 58**

A Consumer Goods Cloud user wants to create a new custom Task Type to support the auditing of coolers installed at retail store locations. Which Assessment Task Definition Task Type should be used?

- A. Other
- B. Planogram Check
- C. Inventory Check
- D. Custom

**Answer: D**

**Explanation:**

For auditing coolers, a new custom Task Type would be most appropriate, as it allows the creation of a task specifically tailored to the unique requirements of cooler audits.

### **Question: 59**

A Field Rep is having challenges measuring their share-of-shelf due to a recent change in packaging to a competitor's product, which makes their products look almost identical. When using Einstein, the competitor's product was marked incorrectly as the rep's product. What should the rep do to prevent this from happening in the future?

- A. Turn the competitor's products around and re-perform the check.
- B. Contact the manager to create a new planogram.
- C. Cancel the task and perform the planogram check manually.
- D. Edit product tags.

**Answer: D**

**Explanation:**

To prevent Einstein from marking the competitor's product incorrectly as their own product when measuring their share-of-shelf, the field rep should edit product tags. Product tags are labels that identify and count products in an image using Einstein Vision. Einstein Vision is a feature that uses artificial intelligence to detect and count objects in an image. By editing product tags, the field rep can correct any errors or inaccuracies in the object detection process and ensure that their own products and their competitor's products are tagged correctly. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 24.

## Question: 60

Which object is exclusively available to users in setup to perform direct store delivery?

- A. Shipment
- B. Delivery Task
- C. Order
- D. ProductTransfer

**Answer: A**

Explanation:

The Shipment object is specifically designed for managing direct store delivery processes, tracking the movement of goods from distribution to retail locations.

## Question: 61

Which step is required to link an Action Plan to a Visit record?

- A. Create an Action Plan based on the template where the template owners are the Sales Reps.
- B. Create an Action Plan Template by specifying Visit' as the target object and publish it.
- C. Activate the Visit to generate Action Plan Tasks.
- D. Activate the Action Plan.

**Answer: B**

Explanation:

To link an Action Plan to a Visit record, the first step is to create an Action Plan Template by specifying Visit' as the target object and publish it. An Action Plan Template is a template that defines the tasks and steps for an action plan. An action plan is a set of tasks that need to be completed for a specific purpose or goal. A visit is an object that represents a scheduled or unscheduled interaction between a field rep and a retail store. By specifying Visit as the target object, the Action Plan Template can be linked to any visit record that matches the criteria defined in the template. By publishing the template, the Action Plan Template becomes available for use. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 25.

## Question: 62

A member of the Northern Trail Outfitters company has been tasked with setting up planograms for the field team. Which of the following steps is required to ensure an assessment task of planogram check is available to the field?

- A. The team member must make sure Einstein Object Detection has been enabled.
- B. The team member must populate the custom context field on the assessment task.
- C. The team member must associate the In-Store Location to the Planogram for the functionality to work.
- D. The team member must upload an image of the planogram to the assessment task's related documents.

**Answer: D**

**Explanation:**

Uploading an image of the planogram is essential for enabling field teams to perform planogram checks, providing a visual reference for in-store product placement and arrangement.

### **Question: 63**

With which object is the promotion object directly associated?

- A. Retail Store Group
- B. Promotion Channel
- C. Retail Store
- D. Products

**Answer: D**

**Explanation:**

The Promotion object is directly associated with the Promotion Channel, which links promotional activities to specific channels and locations for execution.

### **Question: 64**

Which three fields are available on the Retail Store object that differentiate them from the Account object?

- A. Delivery Method
- B. Operating Hours
- C. Preferred Visit Hours
- D. Shipping Address
- E. Payment Method

**Answer: BCD**

**Explanation:**

These fields on the Retail Store object differentiate it from the Account object, providing specific information about store operations, preferred visit timings, and shipping details.

### **Question: 65**

For flow based tasks, which two statements are correct?

- A. A Retail Store KPI is always needed and is passed to the flow in the variable Retail Store KPI.
- B. Retail Visit KPIs always need a corresponding Retail Store KPI.
- C. Assessment Task IDs and Visit IDs are passed to the flow in a flow task.
- D. Retail Store KPIs are not needed, as long as an Assessment Indicator Definition is available within the flow to create the Retail Visit D KPI.
- E. Flow based tasks should never be used for tasks that require a Retail Visit KPI.

**Answer: A, C**

**Explanation:**

These statements ensure that the necessary data, such as KPIs and IDs, are available within the flow for accurately performing and tracking flow-based tasks.

### **Question: 66**

A Field Sales Manager is trying to determine which stores have a decline in Retail Execution KPIs and therefore need attention. Which Tableau CRM for Consumer Goods Cloud dashboard can provide the required data?

- A. Store Performance Dashboard
- B. Team Performance Dashboard
- C. Lost Visit Store Performance Dashboard
- D. Product Performance Dashboard

**Answer: A**

**Explanation:**

The Tableau CRM for Consumer Goods Cloud dashboard that can provide the required data for a Field Sales Manager to determine which stores have a decline in Retail Execution KPIs and therefore need attention is the Store Performance Dashboard. The Store Performance Dashboard shows the performance and compliance of the retail stores in relation to their KPIs and promotions. The dashboard allows users to filter and analyze the data by various dimensions, such as store group, store location, product category, or visit date. The dashboard also displays metrics such as store compliance score, store revenue, store visits, and promotion compliance score. By using this dashboard, a Field Sales Manager can identify which stores are underperforming or non-compliant and take appropriate actions to improve their performance. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 37.

### **Question: 67**

A consultant for Northern Trail Outfitters (NTO) company advises NTO to leverage Visit Recommendations for the field team. Which build option ensures the strategy is scalable to meet the requirements of NTO?

- A. Build the strategy using Workflows.
- B. Build the strategy using Flow Builder.
- C. Build the strategy using an Apex class.
- D. Build the strategy using Process Builder.

**Answer: B**

**Explanation:**

Flow Builder is a scalable and flexible tool for building visit recommendation strategies, allowing for customization and adaptation to meet NTO's specific needs.

## Question: 68

Where would a Consumer Goods Cloud Admin need to establish the expected value for the planogram metrics?

- A. Retail Store KPI
- B. Assessment Task Definition
- C. Delivery Tasks
- D. Assessment Indicator Definition

**Answer: D**

### Explanation:

The object where a Consumer Goods Cloud Admin needs to establish the expected value for the planogram metrics is Assessment Indicator Definition. A planogram is a visual representation of how products should be arranged on a shelf. A planogram metric is a measure of how well the actual shelf image matches the expected planogram image. An Assessment Indicator Definition is an object that defines an indicator or metric that can be used to assess the performance or compliance of a retail store or an action plan task. By creating an Assessment Indicator Definition for the planogram metric, such as out of stock, share of shelf, or SKU facings, an admin can establish the expected value for that metric and use it to calculate the actual value based on the shelf image. Verified Reference: [Salesforce Consumer Goods Cloud Implementation Guide], page 23-24.

## Question: 69

A consultant for Northern Trail Outfitters (NTO) has been asked to setup Tableau CRM for Consumer Goods Cloud to gain insights into factors that might affect store sales.

Which Einstein Discovery story should the consultant select to address this concern?

- A. Einstein Discovery story 'Strategic Sales'
- B. Einstein Discovery story 'Maximize Store Sales'
- C. Einstein Discovery story 'Minimize Out-of-Stock occurrences'
- D. Einstein Discovery story 'Promotion Management'

**Answer: B**

### Explanation:

## Question: 70

Which methodology does Salesforce Maps offer to facilitate the addition of geocoordinates for each retail store location by an admin?

- A. Set up a batch job through Salesforce Maps automation to read an address field and add geocoordinates to selected fields,
- B. Create a new map layer containing the desired retail store locations and execute the 'add geocodes' mass action.

- C. Click on the individual retail store marker and copy/paste the coordinates from the tooltip to the corresponding retail store longitude and latitude fields.
- D. Under geolocation in setting, enable the 'automate geocoordinate mapping to retail store' option.

**Answer: A**

Explanation:

### **Question: 71**

Assuming an inventory check Retail Store KPI record is configured at a product level, what is the next step required for that Retail Store KPI to become linked to a Retail Store?

- A. The product needs to be linked to a Product Category.
- B. The product needs to be linked to an Assortment.
- C. The product needs to be linked to a Promotion.
- D. The product needs to be linked to a Retail Store.

**Answer: B**

Explanation: