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QUESTION 1

Most common integrations in a marketing organization take place when...

- A. Lead Generation
- B. Lead Qualification
- C. Revenue Management (forecasting)
- D. Campaign Management

Correct Answer: A

QUESTION 2

Cloud Kicks wants sales representatives to be able to share key documents directly with customers who are not Community users. Which Salesforce feature satisfies this requirement?

- A. CRM Content
- B. Chatter links
- C. Documents
- D. Attachments

Correct Answer: A

QUESTION 3

Which task should be included in a business continuity plan for a contact center? (There are three correct answers.)

- A. Route cases to agents in an alternate center.
- B. Disable the Interactive Voice Response (IVR) system.
- C. Deliver training on case handling for contingent staff.
- D. Update the case status field values.
- E. Monitor service level agreements (SLAs) and notify customers.

Correct Answer: ACE

QUESTION 4

Universal Containers (US) wants to deploy Sales Cloud to all of its users around the globe, but UC is concerned that the project is too complex to be successful. What should a consultant do to minimize this concern?

- A. Build a complete project calendar with due dates.
- B. Set project milestones to track progress.
- C. Set a firm Go Live date,
- D. Divide the project into separate teams.

Correct Answer: A

QUESTION 5

The sales director at Universal Containers wants to ensure that a custom field on the Lead object is excluded from Einstein Lead Scoring. How should the consultant meet the requirement?

- A. Exclude the custom field from all page layouts.
- B. Omit the custom field from the scoring model.
- C. Clear the custom field's values on all records.
- D. Make the custom field Read-Only on all profiles.

Correct Answer: B

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