Vendor: Microsoft

Exam Code: AB-210

Exam Name: Accelerating Sales Pipelines with AI in Dynamics 365

Version: DEMO

QUESTION 1
You configure Dynamics 365 Sales for a company.

Sales managers require sellers to use a structured lead qualification process before converting leads to opportunities.

You need to ensure sellers use a structured lead qualification process.

What should you configure?

A. Sales accelerator
B. Lead activity timeline
C. Lead assignment rules
D. Business process flow
E. Predictive lead scoring

Answer: D
Explanation:
The correct configuration is Business process flow. A structured lead qualification process requires sellers to move through defined stages and steps before a lead is converted into an opportunity. Microsoft describes business process flows as a way to guide users through stages of sales, marketing, or service processes toward completion. Business process flows can also include branching logic and defined steps, which makes them the correct mechanism for standardizing how sellers qualify leads before conversion.

QUESTION 2
A sales company uses the Sales Qualification Agent to evaluate inbound leads.

A sales manager updates the qualification criteria to better align with the target customer profile.

After the update, monitoring data shows the following:

```
- A shift in how leads are categorized compared to earlier results.
- Continued processing of incoming leads.
- No gaps in evaluation activity.
```

You need to interpret the monitoring data to understand the agent's behavior.

What should you conclude?

A. Changes in outcome distribution indicate that additional tuning may be required.
B. Differences between current and prior results indicate that earlier evaluations were incomplete.
C. Variation in categorization suggests that external factors are influencing lead evaluation.
D. Lead outcomes reflect updated evaluation criteria applied during processing.

Answer: D
Explanation:
The correct conclusion is that lead outcomes reflect updated evaluation criteria applied during processing. The Sales Qualification Agent evaluates inbound leads against the configured target customer profile and qualification settings. Microsoft states that the target customer profile suitability is determined by the attributes defined in the agent configuration's handoff criteria, and the agent categorizes leads as high, moderate, or low fit based on how well the lead matches those attributes.

Therefore, when the sales manager updates the qualification criteria, a shift in categorization is expected. It means the agent is applying the new criteria to processed leads, not that the old evaluations were incomplete or that external factors are necessarily driving the change. The continued processing and absence of evaluation gaps also indicate normal operational continuity. Microsoft's Sales Qualification Agent setup guidance explains that the agent works on assigned leads based on configured selection criteria and that stopping the agent prevents new lead processing; here, processing continued, so the agent remained active while using the revised configuration. Option A is too speculative: tuning might be useful later, but the evidence given does not prove a tuning problem. The clean interpretation is D.

QUESTION 3
You manage Dynamics 365 Sales.

The sales managers want to confirm that the Sales Close Agent generates insights that help progress deals. When monitoring the Sales Close Agent, you observe that some engagements are failing.

You need to determine how the Sales Close Agent handles engagement failures.

How should you expect the agent to behave when an error occurs?

A. Retries once after 24 hours. If it fails again, the record is immediately marked Completed to prevent duplicate processing.
B. Stops retrying for that record unless an administrator uses Apply changes in the agent settings to reprocess already-handled records.
C. Retries indefinitely every few minutes until successful.
D. Retries up to three times within the next hour. If those attempts fail, the system retries over the next three days. If the agent continues to fail, it is marked as a failure.

Answer: D
Explanation:
The correct behavior is that the Sales Close Agent retries up to three times within the next hour, using an exponential backoff strategy. If those immediate attempts fail, the system continues retrying the engagement over the next three days. If the engagement still fails after that retry window, the record is marked as a failure. Microsoft's Sales Close Agent documentation explicitly describes this retry pattern for engagement errors and also identifies the possible run statuses as Active, Failure, and Completed.

QUESTION 4
Your company is preparing sellers for complex enterprise opportunities.

The company wants sellers to gather relevant insights before initial account engagement.

You need to determine when using the Sales Research Agent is appropriate.

In which two scenarios are you able to use the Sales Research Agent? Each correct answer is a complete solution. Choose two.

NOTE: Each correct selection is worth one point.

A. Update opportunities with the results of the research that it does, including updating risk and importance criteria.

B. Analyze internal data sources only without querying the web if Bing search consent is disabled.
C. Analyze business performance by asking questions and receiving an AI-generated blueprint and then iterating using follow-up questions on the canvas.
D. Engage automatically through emails to request information to allow you to research and understand the account.

Answer: BC
Explanation:
The correct scenarios are B and C. Sales Research Agent is designed for research and analysis, not autonomous record updates or email engagement. Microsoft describes the agent as an AI-powered research canvas that lets users solve complex business questions through natural language, generate research blueprints, review sales-data insights, and ask follow-up questions to refine the analysis. It can use Dynamics 365 Sales data, uploaded offline files such as CSV, Excel, or PDF, and connected data sources to support pipeline exploration and sales operations analysis.

Option B is correct because Microsoft states that Sales Research Agent may use Bing Search only when the Bing search consent setting is enabled. When Bing search is disabled, the agent operates only on internal data sources that the user already has permission to access. Option C is also correct because the agent generates a research blueprint with visualizations and a text overview, and users can continue iterating by asking follow-up questions or changing visualizations on the canvas.

QUESTION 5
A company uses Dynamics 365 Sales with the Sales Research Agent enabled. Sellers review the research canvas before planning outreach to customers.

You generate a Sales Research Agent blueprint on the research canvas.

You need to update a single component in the blueprint.

What should you do?

A. Regenerate the blueprint.
B. Refresh the report in the Dynamics 365 AI Optimization hub.
C. Update a single block in the canvas.
D. Refresh the blueprint.

Answer: C
Explanation:
The correct action is Update a single block in the canvas. In Sales Research Agent, the research canvas generates a blueprint that contains research findings, visualizations, and blocks of insight. Microsoft states that users can interact with visualizations through the AI cursor, ask follow-up questions, and then choose whether to update the existing block or generate a new blueprint. If Update block is selected, the existing block is updated with the new information; if Generate new blueprint is selected, the agent creates a new blueprint and adds a journey line.

This distinction matters. The requirement is to update one component, not rebuild the full blueprint. Regenerate the blueprint or Refresh the blueprint would affect the broader blueprint output:
Microsoft documents refresh/regenerate as actions for using latest data or producing new visualizations and insights, not for targeted single-block editing. The Dynamics 365 AI Optimization hub is unrelated to editing individual research canvas blocks.

QUESTION 6
Drag and Drop Question

You are implementing Dynamics 365 Sales for a company that sells products in different markets.

The company has the following requirements:

```
- Must define pricing for products.
- Must automatically use a localized price list.
- Must group product prices for each region.
```

You need to determine how each pricing component should be configured.

Which configuration should be used? To answer, move the appropriate configurations to the correct requirements. You may use each configuration once, more than once, or not at all. You may need to move the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Answer:

Explanation:
The correct component for defining product-specific prices is the Price list item. In Dynamics 365 Sales, price list items connect a product, unit, pricing method, and amount to a specific price list. Microsoft's product pricing guidance states that price lists and price list items are used to define product pricing, and price list items are where the per-product pricing details are configured.

To automatically use a localized price list, configure Territory. Dynamics 365 Sales can automatically select a default price list for opportunities, quotes, orders, and invoices based on the sales territory of the user. Microsoft states that a price list can be associated with a territory by using the Territory Default Pricelist connection role, allowing users in that territory to have the correct price list selected by default.

To group product prices for each region, use a Price list. A price list is the container that groups the prices charged for products or services. Microsoft guidance explains that organizations can create multiple price lists to maintain separate pricing structures for different regions, sales channels, or territories. Currency supports monetary localization, but it does not group regional product prices by itself. Product bundle is unrelated because it combines products for sale as a package, not regional pricing.

QUESTION 7
Hotspot Question

You are implementing Dynamics 365 Sales for a company.

The company sells products globally and requires pricing to be managed for different currencies.

The company has the following requirements:

```
- Must define the quantities in which a product can be sold.
- Must group product pricing based on different currencies.
- Must identify the sale price of a product.
```

You need to configure the product catalog.

How should each pricing requirement be configured? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Answer:

Explanation:
The correct configuration uses Unit group, Price list, and Price list item because these are the core Dynamics 365 Sales product catalog pricing components. A Unit group defines the collection of units in which a product can be sold. For example, a product might be sold as each, box, case, or pallet. The unit group provides the available quantity structure, while a primary unit identifies the default or base unit inside that group. Therefore, the requirement to define the quantities in which a product can be sold maps to Unit group, not just Unit or Primary unit.

A Price list is used to group product pricing, and each price list is associated with a currency. For a global company selling in different markets, separate price lists can be maintained for currencies such as USD, EUR, or GBP. The Price list item defines the actual sale price of a specific product within a price list, including the product, unit, currency context, and pricing amount. A discount list only defines discount rules, and a product family organizes products, not pricing.

QUESTION 8
Drag and Drop Question

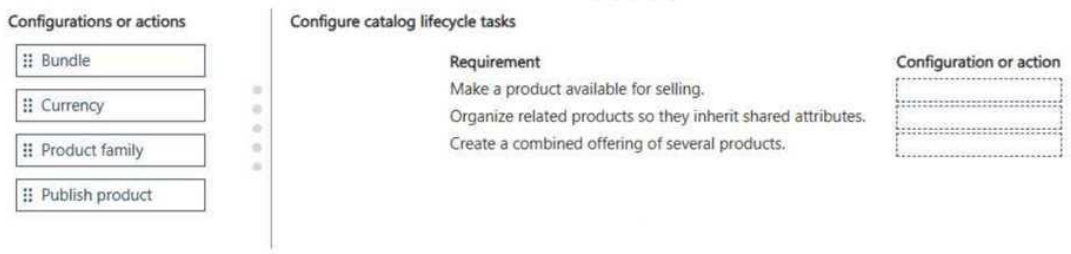
You configure the product catalog for a company that sells coffee machines and accessories.

The company requires that new products be structured and made available to the sales team. The company also needs to group multiple products under a single parent item. Sellers need to be able to sell coffee machines, filters, and grinders together.

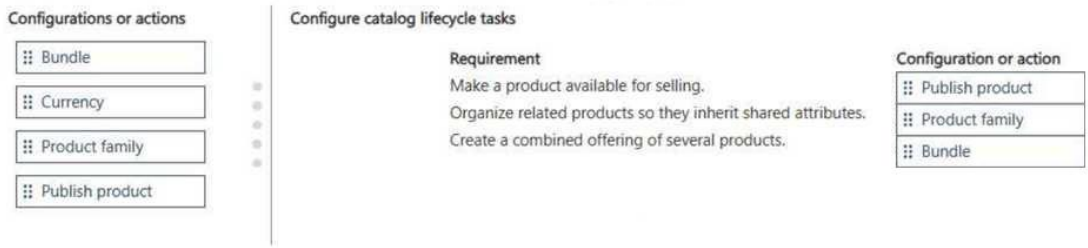
You need to determine the correct action for each catalog requirement.

Which configuration or action should be applied? To answer, move the appropriate configurations or actions to the correct requirements. You may use each configuration or action once, more than once, or not at all. You may need to move the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.



Answer:



Explanation:
The correct action to make a product available for selling is Publish product. In Dynamics 365 Sales, products, families, and bundles are typically created or revised before being published. Microsoft states that publishing makes products available for selling, and sellers can choose only published products and bundles when creating sales records such as opportunities and quotes.

To organize related products so they inherit shared attributes, use a Product family. Product families provide the hierarchy used to classify and manage similar products. Microsoft's product catalog documentation explains that a product family can contain child product families, products, and bundles in a hierarchy, and the parent family is used to structure related catalog items.

To sell coffee machines, filters, and grinders together, configure a Bundle. A bundle is the correct component when several products are sold together as one combined offering. Microsoft's product catalog guidance distinguishes bundles from product families: families organize related catalog items, while bundles package multiple sellable products together. Currency is not used here because it supports pricing localization and monetary values, not catalog structure, publication, or combined product offerings.

QUESTION 9
Drag and Drop Question

A company is using Dynamics 365 Sales.

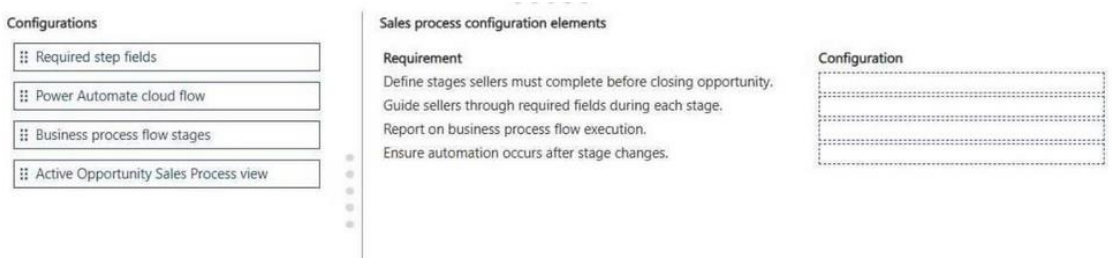
The company wants sellers to use a repeatable sequence for opportunities. The company has the following requirements for the opportunity stages:

```
- Must define the flow of work sellers must complete before closing an
opportunity.
- Must guide sellers through data entry at each stage.
- Must report on the business process flow execution.
- Must ensure background process occurs after stage changes.
```

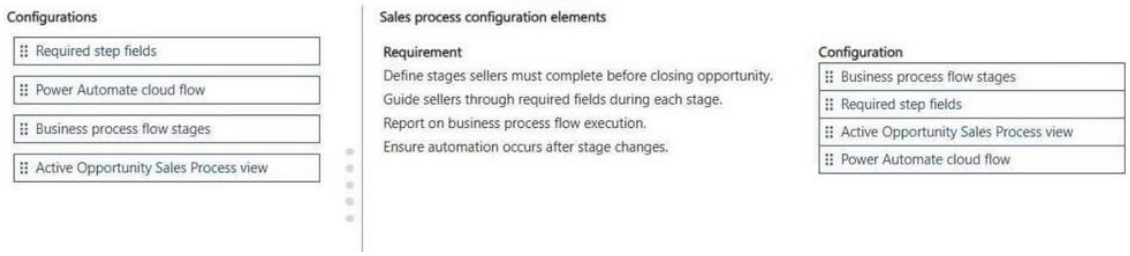
You need to configure a solution for each requirement.

Which configuration should you use for each requirement? To answer, move the appropriate configurations to the correct requirements. You may use each configuration once, more than once, or not at all. You may need to move the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.



Answer:



Explanation:
The correct solution is based on the Opportunity Sales Process business process flow. Business process flow stages define the sequence of work sellers must follow, such as qualifying, developing, proposing, and closing an opportunity. These stages give sellers a repeatable, controlled path through the opportunity lifecycle and align execution with the organization's sales methodology.

Required step fields are used to guide data entry inside each stage. A business process flow stage can contain steps mapped to Dataverse columns, and marking a step as required ensures sellers complete key information before moving forward. This directly supports consistent opportunity data capture.

For reporting on business process flow execution, use the Active Opportunity Sales Process view. Business process flows have process instance records that can be viewed and reported on, allowing managers to monitor active process execution, stage progress, and process usage.

To run background logic after stage changes, use a Power Automate cloud flow. A cloud flow can react to Dataverse changes and perform automation such as notifications, updates, approvals, or follow-up task creation after a stage transition occurs.

Thank You for Trying Our Product

Lead2pass Certification Exam Features:

★ More than **99,900** Satisfied Customers Worldwide.

★ Average **99.9%** Success Rate.

★ **Free Update** to match latest and real exam scenarios.

★ **Instant Download** Access! No Setup required.

★ Questions & Answers are downloadable in **PDF** format and **VCE** test engine format.

★ Multi-Platform capabilities - **Windows, Laptop, Mac, Android, iPhone, iPod, iPad**.

★ **100%** Guaranteed Success or **100%** Money Back Guarantee.

★ **Fast**, helpful support **24x7**.

View list of all certification exams: http://www.lead2pass.com/all-products.html

10% Discount Coupon Code: **ASTR14**