



Vendor: Microsoft

Exam Code: MB-210

Exam Name: Microsoft Dynamics 365 for Sales

Version: DEMO

QUESTION 1

Case Study - Contoso, Ltd

Background

Contoso, Ltd. is an appliance company that sells appliances to various regions. The company uses First Up Consultants, an external sales company, to manage opportunities in areas where they do not have salespeople. The First Up Consultants personnel do not have Dynamics 365 Sales licenses. The internal sales team generates about 500 tradeshow leads per month.

Contoso, Ltd. uses Dynamics 365 Sales with no additional features enabled. The company currently uses only custom forms and the Sales Hub app.

The company recently hired a sales manager. The sales manager plans to improve processes and must keep costs as low as possible. A hands-off approach means the sales manager will view information in Dynamics 365 Sales but will not add entries. The sales manager identified the following areas that require major improvement:

- Leads process
- Opportunity process
- Marketing process
- General company collaboration and communication

Lead Process

- Leads created at the head office must be automatically distributed to salespeople in a cyclical order. Tradeshow leads are created by salespeople and do not need to be redistributed.
- Lead assignments are often delayed because other tasks become a priority.
- To help prioritize tasks, the salespeople require the Up Next widget for the Lead form.
- The salespeople require a task that reminds them to call the lead one week after the tradeshow.
- The salespeople are excellent at meeting leads at tradeshow. One day after the tradeshow, they manually send a follow up email, but that is often where the communication stops.
- Salespeople often forget to track customer emails to their leads when they are in Microsoft Outlook.

You need to help the new salesperson resolve the access issue.

What should you change?

- A. Dynamics 365 Sales Enterprise license to a Dynamics 365 Sales Premium license
- B. Team member license to a Dynamics 365 Sales Enterprise license
- C. Salesperson role to a Sales Manager role
- D. Sales Team Member role to a Salesperson role

Answer: B

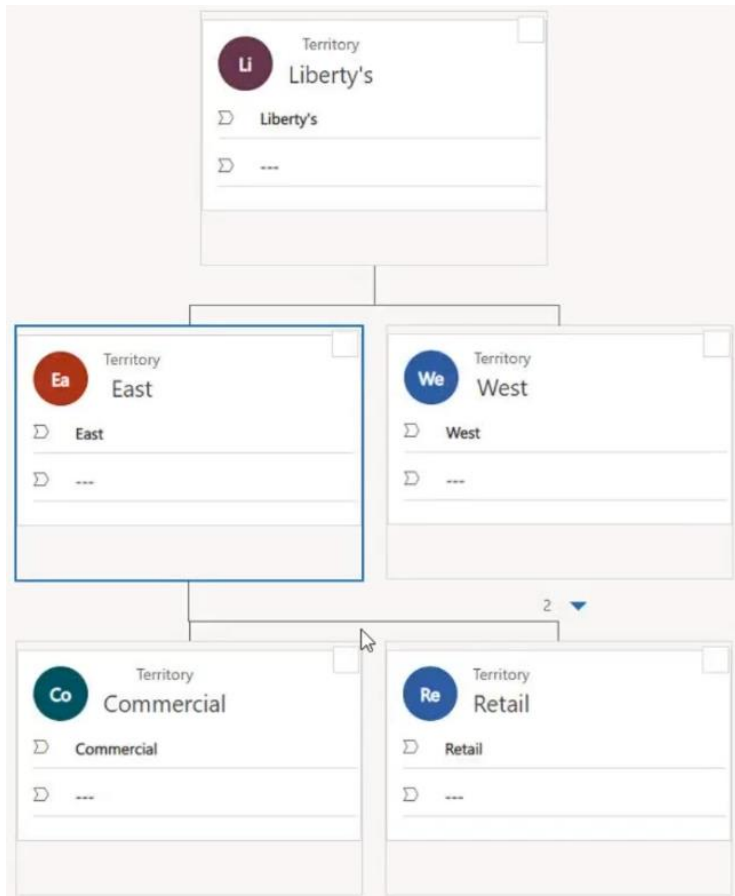
QUESTION 2

Case Study - Liberty's

Background

Liberty's Delightful Sinful Bakery & Café (Liberty's) sells baked goods to only commercial customers for resale from its East and West territories. The bakery acquired a company that it will incorporate as its retail line of business. Each territory will contain a Retail and Commercial territory.

Liberty's has two territories, each divided as shown below:



Current Environment Configuration

- The Commercial territory has a different price list than the Retail territory.
- The criteria used to measure the probability of a sale will be different for retail and commercial.
- All loaves cost the same and all buns cost the same.
- Auto-create records for newly qualified leads is turned on to simplify the lead qualification process.
- Liberty's logs all phone calls, appointments, and emails in Dynamics 365 Sales.
- Accounts were imported for the Retail territory.
- Liberty's finds that the information on their accounts and contacts are often outdated.
- Liberty's must use Microsoft Relationship Sales.

You need to optimize generated forecasts.

What should you create?

- A. two predictive opportunity scoring models
- B. two predictive lead scoring models
- C. one predictive lead scoring model
- D. one predictive opportunity scoring model

Answer: A

Explanation:

As forecasting is on actual revenue, those should be opportunity scoring models.

East & west retail businesses need one each (total 2) predictive scoring models.

QUESTION 3

Case Study - Best For You Organics

Background

Best For You Organics Company specializes in delivering fresh and frozen organic fruits and vegetables to commercial and residential customers. The company recently started making ice cream bars. The company named this business line IceCreamBarLine. Best For You Organics Company plans to sell individual ice cream bars from food trucks and sell cases to convenience stores and gas stations.

Best For You Organics Company purchased a fleet of windowed trucks to sell individual ice cream bars and perform deliveries. The salespeople are the truck drivers.

Current environment

Best For You Organics Company uses Dynamics 365 Sales and Microsoft 365. The company plans to use the sales accelerator features with IceCreamBarLine before rolling it out to other departments. The company has external stakeholders who are involved in sales opportunities.

Current environment setup

- Best For You Organics Company uses one business unit in Dynamics 365 Sales.
- All users have Dynamics 365 Sales Enterprise licenses.
- All salespeople use a mobile app when they are not in the office.
- Best For You Organics Company uses Exchange Online.
- Lead records are created automatically when marketing forms are submitted on the Best For You Organics Company website.
- Each salesperson manages a district. A district named DistrictA does not have cellular or Wi-Fi service.

Current salesperson process

- Appointments are scheduled through Microsoft Outlook and Dynamics 365 Sales.
- Custom insight cards are created to show tasks that have missed their due date.
- Emails sent to customers are sent from Dynamics 365 Sales.
- Salespeople use Microsoft SharePoint in Dynamics 365 Sales to store documents on leads and opportunities.

You need to configure Dynamics 365 Sales to allow salespeople to enter notes.

Which configuration action should you perform for the opportunity table?

- A. Set up OneNote integration.
- B. Enable attachments (including notes and files).
- C. Set up SharePoint document management.
- D. Allow knowledge management.

Answer: B

QUESTION 4

You are a system customizer in Dynamics 365 Sales.

You need to set up product families.

Which option is available?

- A. Change product properties on a published product.
- B. Change the data type of an existing product property.
- C. Set one product as a parent to another product.
- D. Add the product to only one product family.

Answer: D

QUESTION 5

Hotspot Question

A company uses sales accelerator in Dynamics 365 Sales.

Salespeople require the following:

- Working days and vacation days must sync with the Microsoft Outlook calendar.
- Salespeople must be notified of all leads that have a revenue of more than \$1 million. The potential customer must receive an email.

You need to configure the features.

Which features should you configure? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Answer Area

Requirement

Sync Dynamics 365 Sales with Outlook

Action

	▼
App for Outlook	
Seller availability	
Custom seller attribute	

Notify salespeople of leads with revenue of more than \$1 million

	▼
Campaign	
Segment	
Territory	

Answer:

Answer Area

Requirement

Sync Dynamics 365 Sales with Outlook

Action

	▼
App for Outlook	
Seller availability	
Custom seller attribute	

Notify salespeople of leads with revenue of more than \$1 million

	▼
Campaign	
Segment	
Territory	

QUESTION 6

A company uses Dynamics 365 Sales.

You need to view all data associated with a specific vendor.

What should you do?

- A. Navigate to Activities and filter the view by the vendor name.
- B. Navigate to Opportunities and create a view filtered by the vendor ID.
- C. Navigate to Accounts and select Details for the vendor account.
- D. Open the vendor record and review the timeline.
- E. Open the vendor record and select Related and then Audit History.

Answer: C

QUESTION 7

A company is implementing the Dynamics 365 Sales mobile app.

The company requires setup of several push notifications for sellers who use the app.

You need to create the push notifications.

Which feature should you use?

- A. Plug-in
- B. Classic Dataverse workflow
- C. Cloud flow

Answer: C

QUESTION 8

Drag and Drop Question

Salespeople must learn how the Dynamics 365 Sales mobile app operates.

You need to explain how the mobile app can be used to complete common daily tasks. Which feature should be used for each task? To answer, drag the appropriate features to the correct tasks. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Features	Answer Area	Feature
Up next	Task	
Recent contacts	Review details about the most recent external meeting you attended today.	
Recent records	Review upcoming closing opportunities.	
Reminders	Access a quote you created today.	

Answer:

Features	Answer Area	Feature
Recent contacts	Task	
	Review details about the most recent external meeting you attended today.	Up next
	Review upcoming closing opportunities.	Reminders
	Access a quote you created today.	Recent records

QUESTION 9

You are implementing the Dynamics 365 Sales mobile app for an organization.

Sellers must be able to review and test all changes within a dedicated user acceptance testing (UAT) environment. You set up a new sandbox environment. You grant the sellers all required privileges.

Sellers report that the UAT environment is not displayed for them in the app.

You need to make the UAT environment available to the sellers.

What should you do?

- A. Publish all customizations.
- B. Share the app to the users.
- C. Grant a security role for the UAT environment.
- D. Enable the display of non-production apps.

Answer: D

QUESTION 10

You are implementing Dynamics 365 Sales for a company.

Sellers regularly must compare data stored in Sales with an authoritative data source and contact

individuals directly from the Sales app.

You need to recommend a solution for the sellers.

Which feature should you recommend?

- A. LinkedIn Sales Insights
- B. server-side synchronization
- C. assistant
- D. LinkedIn Sales Navigator

Answer: D

QUESTION 11

Hotspot Question

You are configuring server-side synchronization for users who need to use the Dynamics 365 App for Outlook.

You observe the that users have the following issues:

- An error occurs when you test and enable the mailbox for User1.
- In the App for Outlook settings, User2 does not appear in the list of App for Outlook users.

You need to fix the issues.

What should you do? To answer, select the appropriate options in the answer area.

NOTE: Each correct selection is worth one point.

Answer Area

User	Resolution
User1	<div><div></div><div>Add a security role for the user.</div><div>Remove the user's mailbox and re-add the correct mailbox.</div><div>Set up the active mailbox of the user to use server-side synchronization or an email router.</div></div>
User2	<div><div></div><div>Add email delegation to the security role for the user.</div><div>Remove the user's mailbox and re-add the correct mailbox.</div><div>Set up the active mailbox of the user to use server-side synchronization or an email router.</div></div>

Answer:

Answer Area

User	Resolution
User1	<div>Add a security role for the user.</div> <div>Remove the user's mailbox and re-add the correct mailbox.</div> <div>Set up the active mailbox of the user to use server-side synchronization or an email router.</div>
User2	<div>Add email delegation to the security role for the user.</div> <div>Remove the user's mailbox and re-add the correct mailbox.</div> <div>Set up the active mailbox of the user to use server-side synchronization or an email router.</div>

QUESTION 12

Drag and Drop Question

A company uses Dynamics 365 Sales. The company plans to use the capabilities of LinkedIn Sales Insights within a new environment.

You create an environment that has Dynamics 365 Sales installed. You provision a new service account to carry out the installation. The service account must be granted the minimum number of privileges required for the installation.

You need to complete the installation.

Which three actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions		Answer Area
Install LinkedIn Sales Navigator.		
Install LinkedIn Sales Insights from AppSource.		
Assign the System Customizer role to the new account.	⬅	⬆
Assign the System Administrator role to the service account.	➡	⬇
Enable Sales Insights premium.		

Answer:

Actions		Answer Area
Install LinkedIn Sales Navigator.		Enable Sales Insights premium.
		Assign the System Customizer role to the new account.
	⬅	⬆
Assign the System Administrator role to the service account.	➡	Install LinkedIn Sales Insights from AppSource.
		⬇

QUESTION 13

You install LinkedIn Sales Navigator into Dynamics 365 Sales.

The company wants to automatically populate the LinkedIn Profile for the lead contact when following up on a lead.

You need to configure the system.

What should you do?

- A. Create a new column that has a URL format add the column to the Leads form, and paste the LinkedIn URL for leads.
- B. Add the LinkedIn Sales Navigator control to the contact form.
- C. Add a control to the Last Name column on the Lead form.
- D. Add a Microsoft Power BI dashboard in the Lead form.

Answer: C

QUESTION 14

Drag and Drop Question

You are setting up Dynamics 365 Sales with Sales Insights Standard.

A sales manager wants to ensure that sales representatives can do the following:

- View messages from their customers in the timeline when they open the customer account record.
- View the statistics and history of a message they have received.
- View follow-up reminders for meetings, messages, and other activities when they open Dynamics 365 Sales.

You need to identify the feature that will meet the requirement.

Which feature should you use? To answer, drag the appropriate features to the correct requirements. Each feature may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Features	Requirement	Feature
Auto capture	View messages from a customer in the timeline of their account record.	
Email engagement	Review the full interaction history of a single message.	
Insight cards	View follow-up reminders.	
Notes analysis		

Answer:

Features	Requirement	Feature
Auto capture	View messages from a customer in the timeline of their account record.	Notes analysis
	Review the full interaction history of a single message.	Email engagement
	View follow-up reminders.	Insight cards

QUESTION 15

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

A company uses Dynamics 365 Sales. All users are assigned a Dynamics 365 Sales Professional license.

The company purchases a Sales Enterprise license. Users report that the Sales Hub app is not visible in the app explorer.

You need to resolve the issue.

Solution: Assign a Sales Enterprise license to the users.

Does the solution meet the goal?

- A. Yes
- B. No

Answer: A

QUESTION 16

You are running Dynamics 365 Sales for a pharmaceutical company. The hospitals are set up as accounts. The nurses are set up as contacts under each hospital name.

A nurse works for HospitalA and HospitalB part time. You add the nurse as a contact for HospitalA. You realize you can add the nurse as a contact to only one hospital.

You need to ensure that the nurse is associated with both hospitals in the system.

What should you do?

- A. Create an access team that has the nurse as owner. Open the HospitalA account record and assign it to the new team account. Repeat this process for HospitalB.
- B. Open the contact record for the nurse and create a connection to HospitalB.
- C. Create business units for HospitalA and HospitalB. Open the contact record for the nurse and assign it to a user in HospitalB.
- D. Open the HospitalB record and assign the nurse to a task activity.

Answer: B

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