



Vendor: Salesforce

Exam Code: AP-204

Exam Name: Salesforce Consumer Goods Cloud Accredited Professional

Version: DEMO

QUESTION 1

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: ABE

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.

QUESTION 2

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.

QUESTION 3

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 4

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: ADE

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.

QUESTION 5

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 6

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.

QUESTION 7

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.

QUESTION 8

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.

QUESTION 9

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.

QUESTION 10

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 11

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

QUESTION 12

ABC Telecom wishes to offer certain offers to retain its outgoing customers. They would like to give pricing adjustments across the catalog. They also want their agents to have the ability to give runtime adjustments and wish to have the approval process defined around the same. Which feature should the Consultant suggest to address the above requirements?

- A. Promotions
- B. Adjustments using Context rules
- C. Customizations using CPQ Hooks
- D. Discounts

Answer: D

Explanation:

In Salesforce Industries (formerly Vlocity) environments--especially relevant for Telecom, Media, and Energy--scenarios involving runtime price changes, agent-driven adjustments, and approval

workflows are handled through Discounts, not Promotions or Context Rules. Discounts are specifically designed to allow flexible, rule-driven, and approval-controlled adjustments across the catalog, making them ideal when a company wants to equip call-center or retention agents with the ability to negotiate offers with outgoing customers.

Salesforce's public guidance explains that Discounts support both manual and automated application methods. Administrators can enable runtime/manual discounts, specify discount types (percentage or fixed amount), and attach approval rules via the Industries Pricing Compliance framework. These can be targeted across the entire product catalog, specific product hierarchies, or only selected offers. This aligns perfectly with ABC Telecom's requirement to apply pricing adjustments across the catalog and allow agents to make on-the-spot price changes.

While Promotions are useful for predefined marketing offers, they do not support agent-driven runtime flexibility. Context Rules automate pricing logic but do not provide agent-level manual control. CPQ Hooks require custom development and are not intended for business-driven discounting workflows.

Therefore, Discounts are the recommended and Salesforce-aligned feature for agent-controlled runtime adjustments, catalog-wide applicability, and approval process integration, exactly matching the needs of a telecom retention team.

QUESTION 13

ABC Telecom offers advanced B2B connectivity products to companies with multiple service accounts, hundreds of quotes, and an average of 1,000 line items per quote. Which application suite supports this scenario?

- A. Enterprise Sales Management
- B. Advertising Sales Management
- C. Mobile Subscription Management
- D. Subscriber Lifecycle Management

Answer: A

Explanation:

In Salesforce Industries (formerly Vlocity), large-scale B2B quoting scenarios--especially those involving multiple service accounts, hundreds of simultaneous quotes, and high-volume line-item configurations--are supported by the Enterprise Sales Management (ESM) application suite. Public Salesforce Industries resources describe ESM as the solution specifically engineered for complex B2B sales cycles, high-volume quoting, and enterprise-level product configuration. ESM extends the functionality of Industries CPQ to support "high-line-item quoting environments," allowing sales teams to manage thousands of products, hierarchical product bundles, account-specific pricing, and approval workflows. It is optimized for organizations selling advanced connectivity solutions, WAN, MPLS, SD-WAN, Dedicated Internet, and other enterprise-grade telecom services--exactly the type of offerings ABC Telecom delivers. Salesforce's public feature descriptions highlight that ESM supports:

Large quoting volumes (hundreds of quotes per customer)
Complex commercial hierarchies (B2B enterprise accounts with multiple service locations)
Scalable CPQ performance for 1,000+ line items

Enterprise contract, pricing, and proposal workflows

Multi-site, multi-service configuration

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