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**QUESTION 1**

The native mass email functionality is not recommended for marketing.

- A. True
- B. False

Correct Answer: A

QUESTION 2

Cloud Kicks (CK) wants to ensure Opportunity are associated with the relevant marketing Campaign In the past, CK has struggled to evaluate marketing Campaign ROI.

Which process improvement should the consultant recommend?

- A. Validate that the Primary Campaign Source field on Opportunity records is populated.
- B. Leverage the Probability(%) field on Opportunities to forecast revenue.
- C. Ensure the Opportunity is associated with an Account record.
- D. Ensure the Type field on Opportunities reflects the Campaign source.

Correct Answer: B

QUESTION 3

The Sales Manager at Universal Containers wants to be informed when a lead created from the ""Contact Us"" form on the corporate website has not been followed up within 24 hours of being submitted. What Salesforce feature should the consultant use to meet the requirement?

- A. Notify using chatter on Lead
- B. Send an email using time based workflow
- C. Send an email using lead escalation rule
- D. Notify using publisher action

Correct Answer: B

QUESTION 4

Who can benefit from the Quotes feature? (Select all that apply)

- A. A customer who wants to get a quote from Salesforce



B. A sales rep who wants to create and email a PDF quote from Salesforce

C. An Administrator who wants to manage quoting in Salesforce

Correct Answer: ABC

QUESTION 5

Universal Containers wants to maintain Service Level Agreements on its customer cases. Customers are provided different service levels based on their Services agreement. The VP of Customer Service wants to use Service Cloud to track and ensure senior management is alerted when cases have NOT completed certain stages.

Which Service Cloud feature should the Consultant recommend to address this requirement?

A. Salesforce Console

B. Entitlements and Milestones

C. Case Escalation

D. Case Assignment

Correct Answer: B

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