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**QUESTION 1**

The sales department at Cloud Kicks is growing quickly. New sales executives should prioritize interacting with existing contacts who are decision makers and influencers to further the business relationship. Which solution should the consultant recommend?

- A. Use Contact roles on the Opportunity object.
- B. Add a contact lookup Meld to the Opportunity.
- C. Add a multi-select picklist field on the Opportunity object.
- D. Use a junction object between the Opportunity and Contact.

Correct Answer: A

QUESTION 2

Universal Telco sells and supports a line of smart phones. The company offers support via phone, email-to-case, web-to-case, and a customer portal. The call center manager is incented to drive support through customer self-service. Which report should be included on the manager's dashboard? Choose 3

- A. Average Call Handle Time
- B. Cases by Support Channels
- C. Number of Portal Logins per Day
- D. Escalated Calls
- E. Knowledge Article Usage

Correct Answer: BCE

QUESTION 3

Northern Trail Outfitters has Advanced Currency Management enabled and needs report that span time periods when the exchange rate was different. What is the converted amount based on this scenario?

- A. On exchange rates that use the most current entry
- B. On exchange rates entered in the opportunity
- C. On exchange rates that use the oldest entry
- D. On the historical exchange rate associated with the close date

Correct Answer: D

**QUESTION 4**

The Cloud Kicks Marketing Team purchased a marketing automation tool and are implementing a Lead qualification process. The Sales Director provided key attributes and activity history of the ideal Lead. What can Marketing do with this information to implement an automated solution?

- A. Create reports based off the provided Sales metrics in the marketing automation tool and train Marketing users to identify and qualify Leads
- B. Add fields for all key attributes to the Lead object and make them required
- C. Set up the marketing tool to send any prospects to Salesforce and have Sales Reps assist in the qualification process
- D. Develop the Lead score and grade based off the provided information to automatically determine when a Lead should become qualified

Correct Answer: D

QUESTION 5

Universal Containers wants to record information about the conferences it holds and people who attended them. An attendee could potentially attend multiple conferences. The Company would like to display this information on the contact layout using the standard configuration. How the system should be designed to meet the company's requirement.

- A. Utilize campaigns for conference and a custom object to record attendee information
- B. Utilize campaigns for conferences and add Campaign member to record attendee information
- C. Create a custom object for conferences and a custom object to record attendee information
- D. Create a custom object for conference and a custom lookup field to conference on Contact

Correct Answer: B

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