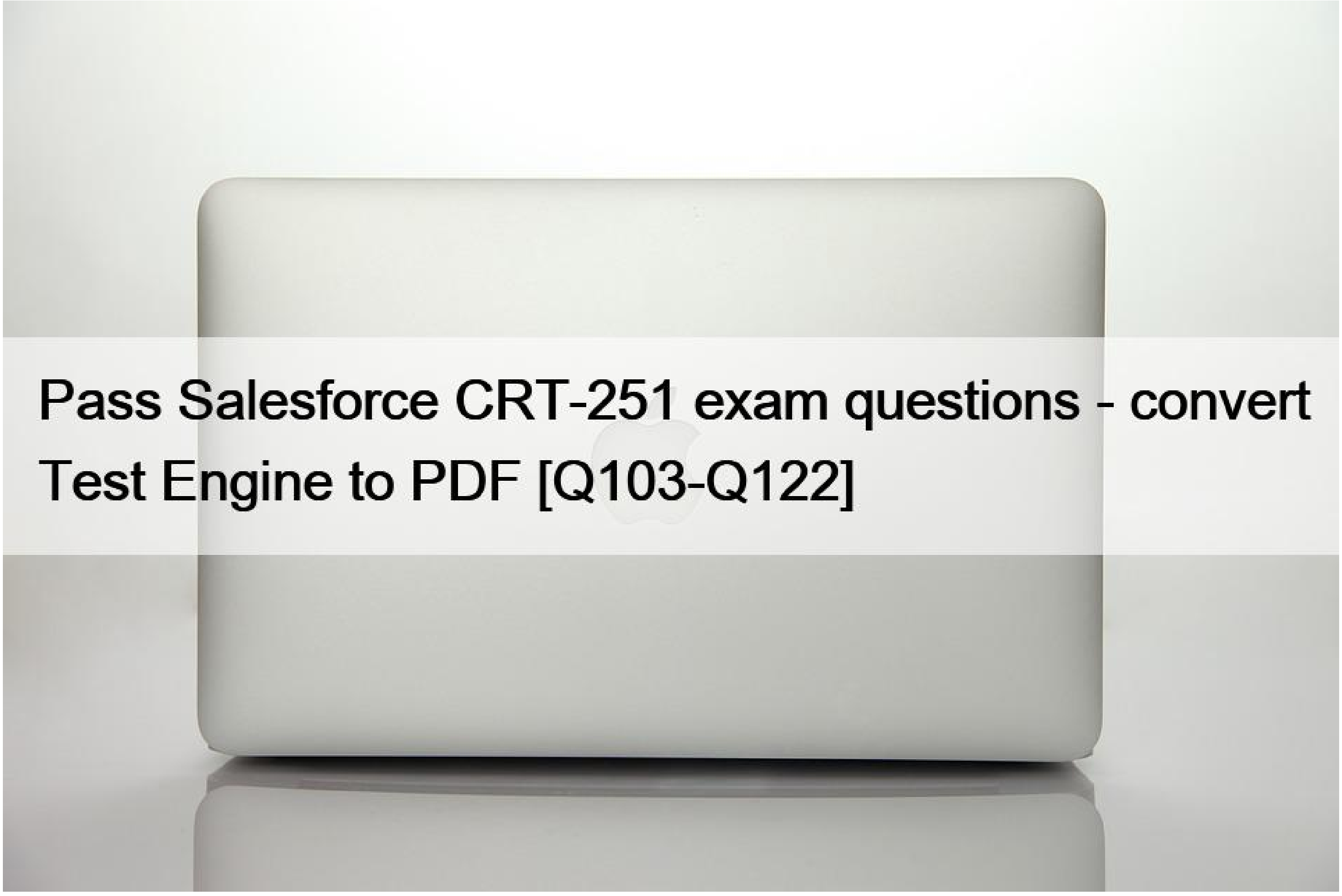
Pass Salesforce CRT-251 exam questions - convert Test Engine to PDF [Q103-Q122



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Salesforce CRT-251 exam consists of 60 multiple-choice questions, which must be completed within 105 minutes. To be eligible for CRT-251 exam, candidates must have experience working with Salesforce Sales Cloud, as well as a strong understanding of sales processes and methodologies. They must also have experience designing and implementing solutions that meet the specific needs of their clients.

NEW QUESTION 103

Cloud Kicks has an integration between the data warehouse and Salesforce. The VP of operations wants to synchronize customer data between the systems.

What should the consultant recommend to ensure data integrity?
* Set up an External ID field on the Account object with Read only on the field security settings for all profiles except the admin

profile.

NEW QUESTION 104

The sales manager at a company has noticed that sales teams are having trouble understanding who should an Opportunity. Sales teams base their sales Opportunities on assignments to specific ZIP codes.

Which solution should the consultant recommend?
* Sharing Rules
* Territory Management
* Account Teams
* Sales Cloud Einstein

NEW QUESTION 105

Cloud Kicks has purchased a list of prospects and wants sales representatives to begin to contact and measure the Return Of Investment (ROI) of the people in the purchased list. Which solution should the Consultant recommend?
* Create a new custom object for purchased leads.
* Import the list as new leads and update the lead source to “Purchased Lead”.
* Create a campaign for this list, import the list as leads, and add them to the campaign.
* Import the list as new leads using the import wizard.

NEW QUESTION 106

Northern Trail Outfitters (NTO) is preparing for the launch of its new sales cloud implementation to a global user base. With previous sales automation application, the company had slow adoption of the new solution. What factor should be considered with the sales cloud deployment to help ensure the adoption? Choose 3 answers
* Maintenance release schedule
* Management communications
* Training in local language
* Type of training delivered
* Sales rep quota targets

NEW QUESTION 107

Northern Trail Outfitter’s partners need the new quoting functionality that was recently implemented for sales representatives What should be recommended ?
* Update the partner sales process to include stages for managing and submitting partner quotes.
* Grant partner access to quotes and add the quotes related list to the partner opportunity page layouts.
* Create a custom quote object to capture partner quotes on opportunities separate from non-partner quotes.
* Enable quotes and content in the partner portal to allow partners to store their PDF quotes.

NEW QUESTION 108

The sales director at Cloud Kicks wants to ensure, on the creation of Contacts for an existing Account, that the mailing address of a contact is the same as the shipping address of the parent Account based on the postal code. Which solution should the Consultant suggest to meet this requirement?
* Create a Validation rule on the Person Account object to validate the MalingPostalCode of the contact with the ShippingPostalCode of the account.
* Create a Validation rule on the Contact object to validate the ShippingPostalCode of the contact with the MalingPostalCode of the

account.
* Create a Validation rule on the Contact object to validate the MalingPostalCode of the contact with the Shipping Posta lCode of the account.
* Create a Validation rule on the Account object to validate the MalingPostalCode of the contact with the ShippingPostalCode of the account.

NEW QUESTION 109

Universal Containers does NOT have a direct sales team; its channel partners are responsible for selling and servicing products. Over the past quarter, these has been an increased volume of leads. However, the Vice President of Channels has been receiving many complaints from partners on the poor quality of the leads and has noticed a significant drop in the lead conversion rate. What should a consultant recommend to improve partner satisfaction with the leads being shared?
* Assign all leads to the partner channel manager to validate the lead data and manually assign to partners.
* Create multiple validation rules to ensure that all fields on the lead record are populated with data.
* Create a custom lead score field to assess lead quality and assign the leads that exceed this score to partners.
* Use the lead score on the Find Duplicates button and assign the leads with a score in the high category.
Explanation/Reference:

NEW QUESTION 110

The consultant at Universal Containers recently enabled forecasts. A sales manager is concerned that all open Opportunities appear in the Pipeline forecast category. Opportunities in Perception Analysis and Proposal/Price Quote stages should appear in the Best Case category. Opportunities in the Negotiation/Review stage should appear in the Commit category.

How should a consultant ensure Opportunities appear in the correct forecast categories?
* Map Opportunity stages to the appropriate forecast categories.
* Create a field update with Process Builder to update the forecast category based on the Opportunity stage.
* Edit the probability percentage on Opportunity stage picklist values.
* Update the Opportunity stage picklist value labels to match the category to which they should be assigned.

NEW QUESTION 111

Universal Containers wants to allow its Salesforce users to view and update customer billing information from the company’s invoicing system within a separate Salesforce org.

What should a consultant implement to meet this requirement?
* Salesforce Connect and External Objects
* My Domain and Single Sign-On
* Ce Nightly scheduled Batch Data jobs
* Workflow Rules and Outbound Messaging

NEW QUESTION 112

Universal Containers is analyzing data to identify gaps and wants to know which Accounts with open Opportunities are missing Contacts.

Which feature should a consultant recommend building this report?
* Custom report type
* Joined report
* Custom filter

* Cross filter
Explanation

This answer will allow CK to build a report that shows Accounts with open Opportunities that are missing Contacts, by using a cross filter to filter Accounts by related objects. A cross filter can show records that have or do not have related records, such as Accounts without Contacts. Official References: [Cross Filters]

NEW QUESTION 113

Cloud Kicks (CK) needs to determine the effectiveness of a recent marketing campaign on new leads’ quality.

CK is using Einstein Lead Scoring,

Which solution should the consultant recommend?
* Create a custom object to track the Lead Score and relate it to the Lead.
* Create a custom score field to capture the marketing Campaign’s quality.
* Add the Lead Score component to the Lead Detail page.
* Specify a default score of the leads added to the Campaign.

NEW QUESTION 114

A customer notices a large increase in leads created overnight which exceed the daily limits. Upon examination, the leads appear to be created by bots. The Customer uses a standard web-to-lead from without safeguards in place to limit spam on forms.

What should the consultant recommend as the first line of defense before republishing the form?
* Select Require reCAPTCHA Verification in Web-to-Lead settings.

NEW QUESTION 115

Cloud Kicks has a custom object, Projects, that has a Lookup relationship to the Opportunity object. How can the Consultant build a report that a report that contains data from both the Project _c and Opportunity objects?
* Custom Report Types
* Matrix Reports
* Dashboards
* Cross-object Filters

NEW QUESTION 116

A Consultant is configuring Einstein Forecasting to help the sales team predict how much they will sell by the end of a forecasting period.

Which two considerations should the consultant keep in mind to ensure that predictions are displayed.

Choose 2 answers
* Predictions are based only on the standard close date and Amount fields.
* Predictions are only shown when at least 12 months of Opportunity data exists.

NEW QUESTION 117

Cloud Kicks (CK) has recently implemented Sales Cloud. CK wants to be able to forecast the number of shoes it sells to better coordinate with the logistics department to fulfill orders.

Which three options should a consultant recommend CK implement to accomplish this?

Choose 3 answers
* Opportunity Quantity
* Collaborative Forecasts
* Forecast Types
* A custom field
* Product Revenue Schedules

NEW QUESTION 118

The sales management team at Northern Trail Outfitters (NTO) wants to analyze how the sales funnel is changing throughout the month. NTO wants to store the details of open opportunities weekly, and forecasts and closes business monthly.

What should be recommended?
* Schedule a custom forecast report to run weekly and store the results in a custom report folder.
* Create a reporting snapshot to run weekly and store the results in a custom object.
* Create a reporting snapshot to run daily and store the results in a custom object.
* Schedule a custom forecast report to run daily and store the results in a custom report folder.

NEW QUESTION 119

The enterprise architect for cloud Kicks wants to understand how objects in sales cloud are connected to one another.

Which two approaches should a consultant use to help the architect?

Choose 2 answers
* Explain the types of object relationships in Salesforce.
* Use Schema Builder to show a visual of related objects

NEW QUESTION 120

Cloud Kicks is expanding its operations to Europe. The company wants to enable able Advanced Currency Management to support both EUR and USD currencies, and show the total values of open opportunities on account records.

How should the consultant implement a solution to meet the requirement?
* Use a custom summary formula field on the Opportunity.
* Install a third-party app from the AppExchange.
* Use a Roll-up Summary field from the Opportunity to the Account.
* Create a cross-object formula field on the Account.

NEW QUESTION 121

Cloud Kicks has organization-wide defaults set to Private for Account.

With the rollout of Opportunity Teams, what should a consultant consider?
* The Opportunity will be implicitly Write for the team,
* Opportunity should be set to Public Read/Write first.

* Account should be set to Public Read first.
* The Opportunity’s Account will be implicitly Read for the team.

The Opportunity’s Account will be implicitly Read for the team is something that the consultant should consider when rolling out Opportunity Teams with Private Account organization-wide defaults. An Opportunity Team is a group of users who work together on an Opportunity, such as sales reps, sales engineers, managers, etc. Each Opportunity Team member has a role and a level of access to the Opportunity and its related records, such as Products, Quotes, Activities, etc. Organization-wide defaults are the baseline level of access that users have to records they do not own or share. Private organization-wide defaults mean that only the record owner and users above them in the role hierarchy can view and edit the records. Implicit sharing is a type of sharing that grants additional access to records based on relationships between objects or users. Implicit Read means that users can view but not edit a record.

By rolling out Opportunity Teams with Private Account organization-wide defaults, the consultant should consider that the Opportunity Team members will have implicit Read access to the Opportunity’s Account, meaning that they can view but not edit the Account record related to the Opportunity they are working on.

NEW QUESTION 122

Northern Trail Outfitters uses Products in Salesforce and has a private security model. What should a consultant recommend to allow product management employees the ability to track the performance of a newly launched products if they do NOT have access to all opportunities?

* Create a trigger to add the product management team to the sales team of the relevant opportunities
* Create a criteria based sharing rule to add the product management team to relevant opportunities.
* Create a trigger to set the product manager as owner for opportunity on the new product.
* Create a new product and add it to the price book with the product manager as the owner