SAP
C_C4H47_2601
SAP Certified - Implementation Consultant - SAP Sales Cloud Version 2

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Latest Version: 4.0

Topic: 1
Unified Scenario Simulation

Business context
Company Background
Vantridge Foods is a mid-sized specialty ingredient distributor based in Utrecht, selling to bakeries and restaurants. It recently adopted SAP Sales Cloud Version 2 to bring order to a growing stream of inbound interest from trade shows, its website, and referral partners.
Team Setup
A small commercial group runs the pipeline: one marketing coordinator generates leads, two inside sales reps work them, and a sales manager oversees the region. A crm administrator maintains configuration and territory rules.
Current Situation
Leads arrive from several channels but land in a shared queue with no owner. Reps pick leads by hand, and promising contacts sit untouched for days while low-value inquiries get worked first.
Current Constraints
The team has no consistent way to decide which reps get which leads, and no shared definition of what makes a lead ready to pursue. Duplicate and thin records slow everyone down.
Improvement Goals
Vantridge Foods wants inbound leads routed to the right rep automatically, qualified against a shared standard, and converted cleanly into opportunities so nothing valuable is lost.
Your assignment
Across three challenges you will configure how inbound leads are routed to sales owners, how they are qualified against agreed criteria, and how a qualified lead becomes an opportunity
1. CHALLENGE 1 — Routing Inbound Leads to the Right Sales Team
• Review how territory and organizational rules determine lead ownership.
• Define assignment logic that maps lead attributes to a responsible rep.
• Confirm that newly created leads receive an owner without manual picking.
Checkpoints
• A new inbound lead is assigned an owner automatically on creation.
• Assignment follows the defined territory rules rather than manual selection.
2. CHALLENGE 2 — Qualifying Leads Against a Shared Standard
• Agree on the attributes that signal a lead is worth pursuing.
• Use lead status and qualification fields to record that judgment.
• Confirm that only leads meeting the standard move forward.
Checkpoints
• A qualified lead records the criteria that were met.
• Leads not meeting the standard remain in an earlier status.
3. CHALLENGE 3 — Converting a Qualified Lead into an Opportunity
• Confirm the lead has met qualification before conversion.
• Carry account and contact details into the new opportunity.
• Verify the lead and opportunity remain linked for traceability.
Checkpoints
• A qualified lead produces an opportunity with its account and contact populated.
• The originating lead is traceable from the opportunity.

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Question: 1

CHALLENGE 1 — Routing Inbound Leads to the Right Sales Team

What is the main benefit of automatic lead assignment in SAP Sales Cloud V2?

A. Each lead reaches its responsible owner without any manual selection
B. Every lead is permanently removed from the system once it is assigned
C. Each rep is restricted to viewing only fully closed opportunity records
D. Inbound marketing stops producing any further leads for the team

Answer: A

Explanation:
Routing rules place each lead with the right owner immediately, avoiding unowned records.

Question: 2

CHALLENGE 1 — Routing Inbound Leads to the Right Sales Team

Which lead attribute most commonly drives territory-based routing?

A. The particular time of day at which the rep logs into the system
B. The lead's region or geography
C. The total number of unrelated deals that already closed last year
D. The color theme applied to the record when it was first created

Answer: B

Explanation:
Region or geography is a standard basis for mapping a lead to a territory and owner.

Question: 3

CHALLENGE 1 — Routing Inbound Leads to the Right Sales Team

When routing rules find no matching territory for a lead, what is the sensible outcome?

A. The lead's captured data is quietly erased so the queue stays clean
B. The lead is immediately auto-approved and promoted into a paying customer
C. The lead is held for review or a fallback owner
D. The lead is turned straight into a confirmed sales order without any checks

Answer: C

Explanation:
An unmatched lead should route to a fallback or review queue so it is not lost.

Question: 4

CHALLENGE 1 — Routing Inbound Leads to the Right Sales Team

Why is a shared queue with manual pick-up a problem Vantridge Foods wants to fix?

A. It forces absolutely every incoming lead into one single shared territory
B. It automatically marks all inbound leads as fully qualified on arrival
C. It blocks the marketing coordinator from creating any new leads at all
D. Valuable leads can sit unowned while low-value ones are worked

Answer: D

Explanation:
Without clear ownership, good leads stall While reps choose easier ones first.

Question: 5

CHALLENGE 2 — Qualifying Leads Against a Shared Standard

What does qualifying a lead primarily establish?

A. The final invoice amount that will eventually be charged to the customer
B. Whether the lead is worth pursuing against agreed criteria
C. The warehouse route the shipment will take once the goods are ready
D. The exact date on which the rep's sales commission will be paid out

Answer: B

Explanation:
Qualification judges readiness and fit using shared criteria before further investment.
Topic: 2
Micro Skill Drill Exam

Question: 6

Aldbrook Textiles in Bergen runs a booth at a trade fair and collects business cards. A sales representative wants each captured contact to enter Sales Cloud V2 in a way that lets marketing track where it came from.
What is the best practice for entering these prospects so their origin is preserved?

A. Create leads and set the lead source to the trade fair on each record
B. Create accounts directly and skip the lead stage entirely
C. Log each card as a completed activity on a generic house account
D. Enter them as opportunities so the pipeline reflects them immediately

Answer: A

Explanation:
Creating leads with the lead source populated captures the prospect early and preserves the origin channel for later source reporting.

Question: 7

Astley Cabinets in Bergen has a rep who just qualified a lead into a deal. The sales manager wants the rep to follow a consistent set of steps as the deal advances through the funnel.
Which capability guides the rep through those steps on the opportunity?

A. Waiting for the manager to describe the steps in weekly one-on-ones, an approach the team assumed would be acceptable here.
B. Manually reading a printed process document at each meeting
C. Guided selling that presents recommended steps for each sales phase
D. Copying the steps from a colleague's closed deal each time

Answer: C

Explanation:
Guided selling surfaces the recommended steps for each sales phase directly on the opportunity, keeping reps consistent.

Question: 8

Draven Metals in Lyon has a qualified opportunity for a batch of rolled-steel coils. The inside sales rep wants the account, contacts, and interested products to carry forward without re-keying. She must decide how to start the quote.
What is the best way to begin the quote so the opportunity's data is reused?

A. Record the products as a note on the opportunity and email the customer a static price list.
B. Follow up from the opportunity so its account, contacts, and products copy into the quote.
C. Open a brand-new blank quote and manually retype the account, the contacts, and every product line by hand.
D. Convert the opportunity directly into a sales order and skip the quote step entirely.

Answer: B

Explanation:

Creating the quote as a follow-up from the opportunity copies the account, contacts, and products so nothing is re-entered.

Question: 9

Denholm Robotics in Braga received a signed purchase order for two robotic arms. The sales operations clerk needs to capture it so it can be priced and fulfilled. She must decide how to record it in the system.
What is the correct way to record the customer's purchase?

A. Add the details as a comment on the original opportunity and stop there.
B. Email the warehouse the item list and ask them to ship without any order document.
C. File the purchase-order PDF in a shared folder and treat that as the record.
D. Create a sales order capturing the products, quantities, and customer.

Answer: D

Explanation:
A sales order captures the products, quantities, and customer so the sale can be priced and fulfilled.

Question: 10

Halbrook Ceramics in Calgary is rolling out field selling in Sales Cloud V2. A field sales manager wants reps to see planned customer calls laid out against their working days so they can balance drive time. She must decide how visits should first be created and organized.
What is the best-practice way to give reps a balanced, time-based view of their planned customer calls?

A. Schedule each visit with a planned date and time so it appears on the rep's visit calendar
B. Log every call only after it happens so the calendar reflects completed work
C. Track planned calls in a personal spreadsheet the rep keeps outside the system
D. Create one open visit per customer with no date and let reps sort timing themselves later, leaving the current setup essentially untouched.

Answer: A

Explanation:
Giving each visit a planned date and time places it on the rep's visit calendar, producing the balanced, time-based view of upcoming calls.

Question: 11

Jorvik Plastics in Cusco sells the same catalog into wholesale and retail channels that must not see each other's rates. A pricing administrator needs each channel's numbers to come from its own governed source. She is deciding how to structure pricing.
How should the administrator keep each channel on its own governed rates?

A. Store channel rates in a side spreadsheet reps consult before quoting
B. Maintain separate price lists so each channel draws its own governed prices
C. Ask reps to remember which channel gets which number when they build a quote
D. Keep one universal rate and let reps discount manually per channel each time

Answer: B

Explanation:
Separate price lists give each channel its own governed source of prices, keeping rates isolated and controlled.

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