

# **Free Questions for Certified-Strategy-Designer**

**Shared by Park on 04-10-2024**

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# Question 1

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**Question Type:** MultipleChoice

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Cloud Kicks' existing customers are loyal, but the company believes its total addressable market is larger.

What should their strategy designer explore to increase market share?

## Options:

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- A- Deepening customer engagement
- B- Diversifying product offerings
- C- Reinvesting in existing products

## Answer:

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B

## Explanation:

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The strategy designer should explore diversifying product offerings to increase market share. This means creating new products or services that appeal to different customer segments or needs, and expanding the customer base and revenue potential of the business.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/diversify-product->

## Question 2

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**Question Type:** MultipleChoice

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Cloud Kicks (CK) wants to prototype and test the value proposition for a potential new business venture.

When gathering customer feedback on the prototype, which question should CK seek answers to when determining if the business model is viable?

### Options:

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- A- Would customers recommend this to a friend?
- B- How would customers improve the experience?
- C- What are customers willing to pay?

### Answer:

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C

### **Explanation:**

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The question that CK should seek answers to when determining if the business model is viable is what are customers willing to pay? This question helps evaluate the value proposition and revenue streams of the new service, and whether customers perceive the service as worth paying for. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-business-model-canvas>

## **Question 3**

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### **Question Type: MultipleChoice**

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Cloud Kicks (CK) has gone through a comprehensive redesign of its internal sales process to better embed it into the capabilities of Sales Cloud. CK's executive stakeholders are concerned there will be limited adoption by the sales team, as Sales Cloud is too new to them and their processes were mostly based on guided documents within Excel.

Which approach should the strategy designer recommend to aid the sales team in onboarding to Sales Cloud?

### **Options:**

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- A- Sync an Excel file with Salesforce Connect.
- B- Use In-App Guidance and invest in change management.
- C- Customize Sales Cloud to mimic existing sales process.

**Answer:**

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B

**Explanation:**

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The strategy designer should recommend using In-App Guidance and investing in change management to aid the sales team in onboarding to Sales Cloud. In-App Guidance is a feature that allows creating prompts and walkthroughs within Salesforce to guide users through new features or processes. Change management is a process that involves planning, communicating, and supporting users through organizational changes, such as adopting new technologies or workflows. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/use-in-app-guidance-and-invest-in-change-management>

## Question 4

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**Question Type:** MultipleChoice

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A Salesforce Architect is asked to engage and help facilitate a journey mapping workshop with a strategy designer. The architect is unsure how it will help in the creation of deliverables they are required to produce.

What value should the architect get by engaging in this workshop?

### Options:

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- A- A journey map allows for the creation of a solution architecture diagram.
- B- A journey map will allow the developers to start building.
- C- A journey mapping exercise will provide all of their technical requirements.

### Answer:

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C

### Explanation:

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A journey map is a tool that helps the architect engage and facilitate a journey mapping workshop with a strategy designer. A journey map is a visual representation of the customer's experience with a product or service, from their perspective. It helps identify the customer's needs, goals, pain points, emotions, and touchpoints across different stages of their journey. It also helps inform the design and development of solutions that meet the customer's expectations and improve their satisfaction. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-a-journey-mapping-session>

## Question 5

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**Question Type:** MultipleChoice

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A project team led by a strategy designer has just facilitated 3 weeks of user research.

What should they do to identify key insights?

### Options:

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- A-** Plot insights on a 2x2 diagram of effort and impact, and align with stakeholders.
- B-** Ask each team member to create insights based on their expertise and support with collected quotes.
- C-** As a team, spend time affinity mapping, spotting patterns, and surfacing surprises.

### Answer:

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C

### Explanation:

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The project team should spend time affinity mapping, spotting patterns, and surfacing surprises, to identify key insights after conducting user research. This method involves grouping data points into themes or categories, finding connections or trends among them, and highlighting unexpected or surprising findings. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/identify-key-insights>

## Question 6

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**Question Type:** MultipleChoice

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Cloud Kicks has identified the following challenge statement regarding an opportunity for customer service transformation: How might we improve our automated online chat experience to be a preferred channel for our customers to seek information and self-service tools?

Which metric should define a successful transformation outcome?

### Options:

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- A- Increased goal completion rate
- B- Increased human takeover rate
- C- Decreased length of support calls



## Answer:

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A

## Explanation:

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The metric that should define a successful transformation outcome is increased goal completion rate. This metric measures how often customers are able to complete their intended tasks or goals through the automated online chat experience, such as finding information or self-service tools. It indicates the effectiveness and satisfaction of the chat experience. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure-the-success-of-the-initiative>

## Question 7

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### Question Type: MultipleChoice

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Cloud Kicks has expanded its business recently by offering customizable footwear and the ability to price by customer. Along with Sales Cloud, they are looking into additional product options that would help sales reps configure their orders easily.

Which Salesforce product should be considered for this business need?

**Options:**

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A- Revenue Cloud

B- Commerce Cloud

C- Marketing Cloud

**Answer:**

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A

**Explanation:**

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Revenue Cloud is a Salesforce product that should be considered for this business need. It helps sales reps configure their orders easily by providing guided selling, dynamic pricing, contract management, billing automation, and revenue recognition features. It integrates with Sales Cloud to enable seamless quote-to-cash processes. Reference: <https://www.salesforce.com/products/revenue-cloud/overview/>

## Question 8

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**Question Type:** MultipleChoice

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A strategy designer leading a UX team needs to articulate their team's purpose and value to the rest of the company. The designer decides to create vision statements using a collaborative, research-backed process to increase team members' understanding and alignment of UX efforts.

What should be the steps taken to achieve this goal?

### Options:

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**A-** Hypothesize, Empathize, Optimize

**B-** Define, Design, Deploy

**C-** Gather, Envision, Plan

### Answer:

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C

### Explanation:

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The steps that should be taken to achieve the goal of creating vision statements using a collaborative, research-backed process are Gather, Envision, Plan. These steps involve gathering data and insights from research, envisioning possible future states based on insights, and planning how to communicate and execute the vision. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-vision-statements>

## Question 9

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**Question Type:** MultipleChoice

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Cloud Kicks asks to see a roadmap denoting how the design team will turn their product vision into reality.

What should the team do when developing their roadmap?

### Options:

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- A- Focus on features, including detailed outputs associated with each one.
- B- Ensure stakeholders stay connected and aligned during roadmap development
- C- Set expectations that once the roadmap is approved It will not be modified.

### Answer:

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B

### Explanation:

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The team should ensure stakeholders stay connected and aligned during roadmap development, when creating their roadmap to turn their product vision into reality. This helps avoid misalignment or confusion among stakeholders, and ensure that the roadmap reflects their feedback and expectations. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer->

[certification-prep/create-a-roadmap](#)

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