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Version Demo

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QUESTION NO: 1

Which two permissions must be assigned to the Permission Group the user belongs to when a user needs the ability to create a Custom Data Layer from a CSV file?

A. Folder Administrator

B. Allow Marker Exports

C. Manage Data Sources

D. Manage Data Layers

ANSWER: C D

Explanation:

Manage Data Sources and **Manage Data Layers** are required because creating a custom layer from an uploaded file involves two separate Salesforce Maps capabilities. Manage Data Sources authorizes the user to add and administer the external custom data source used by Maps. In this workflow, the user uploads the file through the Salesforce Maps Custom Data Source Portal, identifies the columns that contain location information, and processes the source so it is available to Maps. Manage Data Layers authorizes the user to create and save the map layer that consumes that source. The layer defines how the source records are displayed, including applicable filters and styling, and can be saved for personal use or shared as a corporate layer when the user has the appropriate access. Assigning both permissions to the user's Salesforce Maps Permission Group enables the full end-to-end workflow: supplying the external data and turning it into a visible, reusable map layer. Salesforce's Maps documentation describes custom data sources and the permissions used to manage them, while its data-layer documentation covers creating layers from available sources. See Custom Data Sources with Salesforce Maps and Create Data Layers.

QUESTION NO: 2

In Territory Planning, a planner is working with an alignment that contains account units within geographic containers. The planner clicks an individual account, but Salesforce Maps continues to select the container instead. Which setting should the planner use before selecting the account?

A. Unit Mode

B. Container Mode

C. Heatmap Mode

D. Route Sharing Mode

ANSWER: A

Explanation:

The planner should switch to **Unit Mode**. Units represent the individual records, such as Accounts, used in the planning data set. Container Mode is intended for selecting and managing the geographic containers that hold those units. After switching to Unit Mode, the planner can use the selection tool to select the individual Account.

QUESTION NO: 3

Universal Containers client's data is only in states East of the Mississippi River in the United States. Universal Containers does not handle any customers or clients not included in that list of states. What is the simplest way to ensure that Universal Containers will only plan territories for states they do business in?

A. After building the data set and alignment open the Territory Plan and ensure that all states West of the Mississippi River are moved to an "Unassigned" state.

B. When defining the boundaries in the "Create Data Set" stage, after choosing United States, click ® on the filter icon and select the desired Zip codes from the list.

C. When defining the boundaries in the "Create Data Set" stage, after choosing United States, click on the filter icon and select the desired States from the list.

D. Ensure that the filters on the Report or query being used to build the Data Set limit the imported data to only the states desired.

ANSWER: C

Explanation:

When defining the boundaries in the "Create Data Set" stage, after choosing United States, click on the filter icon and select the desired States from the list is correct because it limits the geographic boundary data before the territory-planning dataset is created. Selecting only the applicable states makes the planning process focus on the company's actual service area from the outset, so territory creation, balancing, and alignment operate only against relevant state boundaries. This is the simplest administrative approach because the geography restriction is applied directly in the Territory Planning workflow rather than requiring cleanup after a plan is generated or relying on record-level data filters alone. Salesforce Maps Territory Planning supports defining boundaries and narrowing the selected geography as part of dataset setup, enabling planners to work with the precise regions in which the organization operates. This also produces a cleaner planning canvas and helps ensure that generated territories reflect the intended operating footprint. Salesforce's Trailhead material covering Territory Planning describes creating a dataset and filtering the selected geographic boundaries for the planning scenario: Get to Know Salesforce Maps Territory Planning.

QUESTION NO: 4

A rep knows they will be traveling to an outlier part of their territory the last week of the month. What should they do to get the most accurate routes accommodating their travel plan?

A. No action is needed since Maps Advanced will automatically capture travel information from the rep's calendar

B. Enter their travel plans via the Maps Advanced Route tab

C. Manually schedule one anchor appointment in the area they plan to visit.

D. Manually plan events for the week that they are traveling.

ANSWER: B

Explanation:

Enter their travel plans via the Maps Advanced Route tab. Salesforce Maps Advanced Route settings allow a rep to define travel plans so the route-optimization engine can account for a planned change in the rep's working location or territory coverage. For a rep who expects to spend the last week of a month in an outlying area, recording that plan provides the optimizer with the relevant location and timing context when it generates routes and schedules. This supports more realistic routing by aligning the recommended visits with where the rep will actually be during that period, rather than treating the rep as if they were operating from their normal area throughout the month. The travel-plan setting is specifically intended to incorporate this kind of planned travel into route and schedule optimization, helping reduce unnecessary travel and produce an itinerary that better fits the rep's real-world plan. Salesforce's Maps documentation describes route and schedule configuration capabilities in its product documentation and training resources: Salesforce Maps Help and Salesforce Maps Trailhead module.

QUESTION NO: 5

Which two options does an admin have when defining the Visit Duration in a Maps Advanced Visit Plan?

A. 60 minutes

B. 30 minutes

C. A field chosen from the object

D. Any length defined in the "Visit Duration' field

ANSWER: C D

Explanation:

Visit Duration specifies the planned amount of time a user spends at each stop in a Maps Advanced Visit Plan, and Salesforce Maps supports configuring this duration dynamically or directly for the waypoint. An admin can use a field selected from the routable object, allowing the duration to vary by record. This is useful when different accounts, leads, or other routed records require different amounts of visit time. The selected field must provide a usable numeric duration value; Salesforce documentation describes using an appropriate number or numeric-text field from the routed object for this purpose.

An admin can also define the duration directly in the Visit Duration field on the Maps Advanced Route Waypoint record. This approach applies a specified number of minutes to the waypoint, rather than deriving it from a field on the routed record. Together, these choices support both record-specific visit durations and a manually defined duration where appropriate. For Salesforce Maps product and setup resources, see Salesforce Maps documentation and Salesforce Maps Trailhead learning.

QUESTION NO: 6

What is the process of Geocoding?

A. Assigning colors and shapes to geographic coordinates based on specific fields or multiple fields

B. Converting only a physical street address into geographic coordinates (latitude and longitude) which are used to place ° markers on a map or position the map

C. Converting an address or other location description into geographic coordinates (latitude and longitude) used to place markers on a map or position the map

D. Converting geographic coordinates into street addresses that can be used for visualization on a map

ANSWER: C

Explanation:

Converting an address or other location description into geographic coordinates (latitude and longitude) used to place markers on a map is the correct definition of geocoding. In Salesforce Maps, geocoding enables location-based records to be plotted geographically by resolving address information into map coordinates. Those coordinates allow Maps to display records as pins, support territory and route planning, and enable geographic analysis. A location description does not have to be limited to one narrowly defined street-address format; geocoding services can use available address components and other supported place descriptions to determine the most appropriate mappable location. The important direction of the transformation is from a human-readable location description to latitude and longitude. Once coordinates are available, Salesforce Maps can position the corresponding record accurately on the map and use it in map-based workflows. Salesforce describes Salesforce Maps as a solution for visualizing and acting on CRM data geographically; geocoded location data is foundational to that capability. See Salesforce Maps and the geocoding overview in Google Maps Platform documentation.

QUESTION NO: 7

What two steps must an admin take to configure Live Stop Associations?

A. Create a Data Layer that includes all records users will visit.

B. Create a Marker Layer that includes all records users will visit.

C. Create a Live Layer that includes all Users that will be utilizing Live Mobile Tracking

D. Create a Shape Layer for each record that specifies the radius for associating a Stop event.

ANSWER: B D

Explanation:

Live Stop Associations require both a set of visitable records and a geographic boundary used to determine whether a tracked stop is associated with one of those records. “Create a Marker Layer that includes all records users will visit.” supplies the relevant mapped records, such as accounts, contacts, or custom-object locations. Salesforce Maps uses this layer to identify the records that can be matched to a user’s stop event. “Create a Shape Layer for each record that specifies the radius for associating a Stop event.” establishes the proximity area around each eligible record. When Live Mobile Tracking detects that a user has stopped, Salesforce Maps evaluates the stop’s location against these configured shapes to make the association. Together, the marker layer and corresponding radius-based shape layer provide the record population and spatial criteria required for reliable Live Daily Summary stop-association reporting. Administrators should ensure the selected records have accurate geocoded locations and choose a radius that reflects the organization’s practical definition of an on-site visit. See Salesforce’s Salesforce Maps documentation and the Salesforce Maps Basics Trailhead module for Maps configuration concepts.

QUESTION NO: 8

A user plots a Marker Layer on a mobile device and notices a handful of missing markers compared to when the user plotted the same Marker Layer on desktop. What two reasons are most likely to cause this discrepancy?

A. The filters on the Layer have been changed

B. The maximum records to plot setting for mobile is considerably less compared to desktop

C. Plot Visible Area is enabled

D. The underlying Salesforce records have been deleted

ANSWER: B C

Explanation:

The maximum records to plot setting for mobile is considerably less compared to desktop is correct because Salesforce Maps applies a configurable limit to the number of records plotted in a marker layer. Mobile devices commonly use a lower maximum than the desktop experience to preserve application responsiveness, map rendering performance, and network efficiency. When the layer query returns more records than the mobile limit, Salesforce Maps plots only the permitted subset, so some markers that appear on desktop will not appear on the mobile map.

Plot Visible Area is enabled is also correct because this setting restricts plotting to records located within the map’s current visible extent. As the user pans or zooms, the visible geographic area changes and Salesforce Maps plots the records that fall inside that area. Consequently, records visible in a broader desktop view, or outside the current mobile viewport, can seem to be missing even though the layer and its source records are unchanged. These two settings directly control the volume and geographic scope of markers rendered on mobile. See the Salesforce Maps learning resources in Salesforce Trailhead: Salesforce Maps Configuration and the Salesforce Maps documentation.

QUESTION NO: 9

A Salesforce Maps Solution Architect works for an implementation partner and is in the middle of a Salesforce Maps + Territory Planning scoping session with the customer. Which three abilities should the Solution Architect have to successfully scope the project?

A. Excellent verbal and written communication skills

B. Experience in a Maps selling role with aggressive quota responsibilities

C. Having deep knowledge of competitor products like Esri ArcGIS and Geopointe

D. Understanding design pitfalls and mitigation actions

E. Being effective at planning, monitoring, and reviewing Maps customer use cases

ANSWER: A D E

Explanation:

Excellent verbal and written communication skills are essential because project scoping depends on eliciting business requirements, clarifying assumptions, documenting decisions, and communicating a proposed Maps and Territory Planning approach to both business and technical stakeholders. A Solution Architect must translate conversations about coverage, account assignments, field activity, optimization, and territory goals into clear, actionable requirements and implementation deliverables.

Understanding design pitfalls and mitigation actions is equally important. Salesforce Maps implementations involve data quality, geocoding, routing, territory rules, user adoption, permissions, and integration considerations. Identifying likely constraints early allows the architect to define practical mitigations, establish realistic scope boundaries, and reduce delivery risk before build work begins.

Being effective at planning, monitoring, and reviewing Maps customer use cases enables the architect to validate that the proposed solution supports the customer's intended workflows and success measures. This includes prioritizing use cases, sequencing implementation activities, reviewing outcomes with stakeholders, and adjusting the plan as requirements are refined. These capabilities align with the consultative, requirements-driven approach expected for Salesforce Maps solution design and territory planning engagements. See Salesforce's Salesforce Maps Basics learning module and the Salesforce Maps documentation.

QUESTION NO: 10

During an optimization, the limit areas by attribute option was used. After the optimization, leftover units were unassigned and no longer appear on the map. How can the user visualize the leftover units?

A. The user must open the alignment using the "Include Unassigned Units" option

B. A new alignment must be created in order to visualize these units

C. A new data set must be created in order to view these units.

D. Add the territory to which the leftover units were assigned to the focus

ANSWER: A

Explanation:

The user must open the alignment using the "Include Unassigned Units" option. In Salesforce Maps Territory Planning, optimization can leave some units unassigned when constraints such as limiting areas by an attribute prevent those units from being placed into a territory. Unassigned units are not necessarily removed from the underlying alignment data set; they can simply be excluded from the current map view. Enabling *Include Unassigned Units* when opening the alignment ensures that these records are displayed, allowing the user to see the leftover units on the map and assess whether territory settings, optimization constraints, or assignment decisions need adjustment. This is particularly useful after an optimization because it provides visibility into records that were not allocated to an area, rather than requiring the alignment or its data to be recreated. Salesforce Maps documentation describes alignment configuration and territory-planning behavior in the Salesforce Maps implementation and planning resources. See Salesforce Maps Help and Salesforce Maps Territory Planning on Trailhead.

QUESTION NO: 11

A Salesforce Maps implementation partner is meeting with a prospect who is looking to analyze their Salesforce data through geographical visualization, identify where their highest value prospects are, identify where their top-selling products are being sold, and design territories that promote fair distributions of work while eliminating gaps in coverage. Which three Salesforce Maps products or features should be included as the implementation partner scopes the project for the prospect?

A. Maps Core

B. Prospect Pipeline Inspection

C. Territory Planning

D. Marker Layer Builder

E. Maps Advanced

ANSWER: A C D

Explanation:

Maps Core, **Territory Planning**, and **Marker Layer Builder** directly map to the prospect's stated business outcomes. Maps Core provides the foundational map-based visualization of Salesforce records, allowing teams to view accounts, leads, opportunities, and other CRM data geographically. This enables the prospect to recognize concentrations of high-value prospects and make decisions using location as an additional analytical dimension.

Territory Planning supports the requirement to design balanced coverage models. It enables organizations to create, assess, and adjust territories using geographic and business criteria, helping planners distribute workloads more fairly and identify or prevent gaps in coverage before territories are deployed.

Marker Layer Builder addresses the need to understand where particular products are being sold. It lets users create map layers from relevant Salesforce data and apply visual distinctions to records, so product-related sales patterns can be displayed and analyzed geographically. Together, these capabilities cover geographic CRM analysis, product-sales visualization, and strategic territory design. Salesforce describes the Maps solution and its geographic intelligence capabilities in the Salesforce Maps product overview; implementation and administrative guidance is available in Salesforce Help: Salesforce Maps.

QUESTION NO: 12

How can an Admin enable Sales Reps to log a task on an account within the Map view from their mobile device?

A. Update Activity Settings to enable "Task Permissions"

B. Enable "Task Creation" in Advanced Marker Settings

C. Enable "Task Creation" in appropriate Permission Group

D. Update assigned Button Set to include "New Task"

ANSWER: D

Explanation:

Update assigned Button Set to include "New Task" is correct because Salesforce Maps exposes record-level actions in the mobile Map view through the button set assigned to the relevant users or configuration. Adding the *New Task* action to that button set makes the action available when a sales representative selects an account marker or account record in Maps. The representative can then create and save a Salesforce task associated with that account without leaving the Maps workflow. This configuration is specifically about controlling which action buttons appear in Salesforce Maps; it does not require a separate Maps-specific task-creation switch. Administrators should also ensure that the affected users have the normal Salesforce object and activity permissions needed to create tasks, since the button provides access to the action but does not override underlying Salesforce security. Salesforce Maps setup and mobile behavior are administered through Maps configuration, including user-facing actions and button sets. See the Salesforce Maps documentation in Salesforce Help: Salesforce Maps and the broader setup guidance at Get Started with Salesforce Maps.

QUESTION NO: 13

Alpine Energy uses Sales Representatives to help plan field visits for reps in the field. How might they best use Maps features to assist them in this task?

A. The Sales Representative can overlay a marker layer for upcoming events with a layer for prospects and let the rep know who is nearby.

B. The Sales Representative can scroll through their rep's routes to see which one comes closest to the location that needs to be added to the route.

C. The Sales Representative can create an event and let Auto-Assignment schedule the field visit

D. The Sales Representative can use the week view in Schedule to add appointments to their rep's calendar in the most optimal timeslot.

ANSWER: A

Explanation:

The Sales Representative can overlay a marker layer for upcoming events with a layer for prospects and let the rep know who is nearby. Salesforce Maps supports map layers that display different Salesforce record sets geographically at the same time. Combining an upcoming-events marker layer with a prospects layer gives the representative immediate location context: when a field rep is already traveling to an event, the representative can identify nearby prospects who may be appropriate to visit during that trip. This turns map data into an efficient visit-planning aid, helping reduce unnecessary travel and uncover opportunities to combine activities in one area. The representative can use the visual proximity of records on the map to recommend practical field visits based on where the rep will already be, rather than evaluating records separately in lists or calendars. This is a core Salesforce Maps use case: visualizing customer and business data geographically to recognize patterns, prioritize accounts, and plan more productive field activity. Salesforce describes Salesforce Maps as a mapping and location-intelligence solution for optimizing field activities; its Trailhead learning content also covers using map layers to visualize and work with data. See Salesforce Maps and Salesforce Maps Basics on Trailhead.