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Exam : **MB-210**

Title : Microsoft Dynamics 365 Sales Functional Consultant

Version : DEMO

1. Topic 1, Bellows College Case Study

Case Study
This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

lo answer the questions included in a case study, you will need to reference information that is provided in the case study. Case studies might contain exhibits and other resources that provide more information about the scenario that is described in the case study. Each question is independent of the other questions in this case study.

At the end of this case study, a review screen will appear. This screen allows you to review your answers and to make changes before you move to the next section of the exam. After you begin a new section, you cannot return to this section.

To start the case study
To display the first question in this case study, click the Next button. Use the buttons in the left pane to explore the content of the case study before you answer the questions. Clicking these buttons displays information such as business requirements, existing environment and problem statements. If the case study has an All Information tab, note that the information displayed is identical to the information displayed on the subsequent tabs. When you are ready to answer a Question click the Question button to return to the question.

Overview
Background
Bellows College has several spots teams. Sporting events take place throughout the year.
Processes for managing and selling tickets to events are very outdated. The college uses Microsoft Excel to track who has paid for each private box seat for each season. The college uses a paper-based system to manage individual ticket sales. Bellows often loses money on ticket sales due to lack of accurate purchasing information.
The college currently does not support ticket sales on the day of a sporting event All tickets must be purchased in advance.
Bellows College plans to streamline processes for selling tickets to sporting events. The organization needs an updated system that will support internal sales people and track ail ticket sales for a season.

Sales team
Bellows College has inside phone sales representatives and regional sales representatives that are assigned to specific sales territories. inside phones sales representatives primarily handle individual cash or credit card ticket sales- Regional sales representatives primarily handle group and private box sales. Phone inquiries for group and private box sales are entered into the system and assigned to the appropriate regional representative.

Dynamics 365

Bellows College has purchased Microsoft Dynamics 365 Sales to help manage their ticket sales. You are hired to configure the system to meet the college s needs.

The college has identified the following requirements for the new system:

- Enforce repeatable steps to promote and increase efficiency and consistency for ticket sales across all sports and venues.
- Calculate sales margins based on base ticket prices with discounts for group and alumni sales.
- Maximize private box sales.
- Provide visibility into all potential and pending sales.
- Track and report follow up activities performed by all sales representatives.

Current processes

Ticket sales

Ticket sales are completed and displayed based on the college s fiscal year which begins July 1 and ends June 30.

Ticket sales tor existing customers will be entered as new opportunities for tracking and reporting purposes. To facilitate timely follow-up (end sales representative accountability), a phone can activity will be auto-generated every time a new opportunity is created. Ticket sales feu new customers will be entered in the solution as leads. Leads will have the following statuses: Open Qualified, and Disqualified. Status values cannot be customized. Status reasons can be customized.

Ticket prices

The standard ticket price for all sporting events is 550. Non-alumni whet purchases are priced based on the standard rate. Alumni ticket purchases ate priced at the current cost. This season the current cost is $35 per ticket. All sports are priced on a markup, except for football. Football is priced based on a hard profit.

The college has the following markup and margin policies for the three categories of ticket purchasers:

Purchaser	Markup	Margin
Alumni	10 percent	5 percent
Student	0 percent	0 percent
Non-alumni	0 percent	12 percent

Ticket package discounts are available for group purchases.

The following table shows

# of Tickets for Group	Discount price/ticket
Alumni – 10	$33
Alumni – 20	$31
Alumni > 20	$30
Non-alumni – 10	$48
Non-alumni – 20	$45
Non-alumni > 20	$43

Private box seats

Because of the limited number of private box seats, private box seats sell out quickly. These seats are offered to current renters first then alumni. Remaining box seat tickets are made available to others from year to year. The dean of the college has expressed the desire to personally call the CEOs or primary decision makers of groups to thank them for renewing their private box rentals.

Private box sales for existing customers win be entered as opportunities and converted to orders when

finalized. Private box and group sales for new customers will be entered as leads and will follow a standardized sales process. To support reporting, pending new customer sales will go through a verification process using the stages New, Pending Approval. Approved.

Requirements

Accounting

Budgets and taxes must be tracked over an annual accounting period. The name of the accounting period must be displayed based upon the July 1 date. The accounting period must support abbreviations and must be divisible into four quarters.

Invoices must Include:

- Price List Products: Products tied to a price list
- Non-catalog Products: Existing products not part of the product catalog
- Opportunity Products: Products from a previously created opportunity
- Product prices on the invoice can be changed at the salespersons discretion.

System configuration

The system must be set up as follows:

- Individual cash and credit cards sales will be entered as orders in the system.
- New opportunities will automatically generate a required phone call activity for the assigned sales representative to be completed within 5 days. Valid outcomes of the call will be set to Connected. Left Message, and Wrong Number when closed.
- Non-renewals of private box rentals should be designated with the following outcomes for tracking and reporting purposes: Not interested. Budget cuts, No Longer in business. Other. It Other is chosen, the sales representative must provide additional information in the provided text box.

Tickets

The ticket manager must be able to create discounts for volume purchases of tickets for either groups or bundles of games.

The ticket manager must be able to calculate the best margins for ticket sales. They need to calculate prices as percentage of costs.

Reporting

The school's athletic director needs a fiscal yea' report that includes specific formatting based on a defined template. The report must contain a chart that displays the type of ticket purchaser (alumni, non-alumni, and student).

All tales reporting must be completed by using Dynamics 365 foe Sales. Bellows College has purchased the online version o' the Sales Content Pack for Power BI to allow for visualizations and the creation of dashboards 'or ticket sales. The sales team needs to use a secured connection to access the Bellows College Power Bi dashboard.

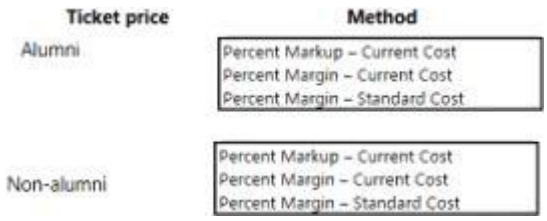
Report	Report description
Orders	Provides a view of ticket orders and line items.
Discounts by Number of Employees	Provides a custom report to display discounts provided based upon number of employees within a customer organization.
Standings Report	Provides a report hosted by a third party of current team standings.
Branding Report	Provides images of team logos and fonts. This report never changes.
Mobile Salesperson Report	Provides the ability to create PivotTables for mobile sales team members when connected to a network.

Problem Statements

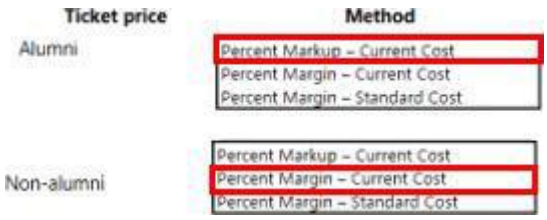
The sales manager is concerned with the tack of sates from one of the sales representatives in comparison to the other sales representatives- The legacy system does not provide enough data to allow the manage* to give proper feedback or guidance. The sales manager has received emails from a potential private box customer named Contoso. Ltd. confirming that they have not had any contact from any sales representative even though they are ready to purchase group tickets.

You need to configure pricing for the Contoso, Ltd. invoice.
What should you do?
A. Set the Invoice Product to Override Price
B. Set the Invoice Product to Use Default
C. Configure an end date for the price list
Answer: A

2.HOTSPOT
You need to create a discount list for ticket sales.
Which pricing methods should you use? To answer, select the appropriate method in the dialog box in the answer area. NOTE: Each correct selection is worth one point.



Answer:



3.You need to implement dashboards.
Which URL should you use?
A. https://bellowscollege.crm.dynamics.com
B. http://bellowscollege.crm.dynamics.com

C. https://bellowscollege.dynamics.com
D. https://crm.bellowscollege.dynamics.com
Answer: A

4.You need to resolve the sales manager's issue regarding private box customers.
What should you do?
A. Convert all incoming phone calls to leads.
B. Convert the sales manager's emails lo opportunities.
C. Convert the sales manager's emails to leads.
D. Convert the dean's phone call to an opportunity.
Answer: A

5.You need to configure a phone call activity for the dean.
To which value should you set the value of the Call With field?
A. contact name
B. stakeholder
C. record owner
D. dean
Answer: A
Explanation:
Reference: https://docs.microsoft.com/en-us/dynamics365/customerengagement/on-premises/basics/add-phone-call-task-email-appointment-activity-case-record