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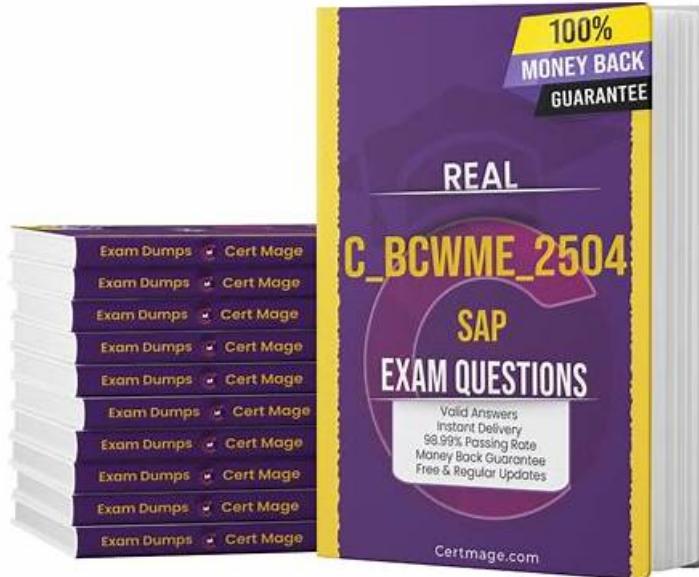
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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	• Selling the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the full selling cycle, including objection handling, negotiation, and closing strategies. It tests how well candidates can tailor their sales pitch, manage customer relationships, and use WalkMe success stories to support their case. This part highlights practical approaches for converting leads into long-term partnerships using a consultative sales model.
Topic 2	• Discovering the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the core understanding of WalkMe's platform, its primary features, and the problems it solves. Candidates are assessed on their ability to identify customer pain points and match them with WalkMe's digital adoption capabilities. It emphasizes foundational product knowledge and discovery techniques that align customer needs with potential WalkMe benefits.
Topic 3	• Positioning the WalkMe Solution: This section of the exam evaluates Digital Adoption Consultants and focuses on crafting compelling value propositions. It explores how to position WalkMe's unique selling points across industries and use cases. Emphasis is placed on aligning the solution with business goals, demonstrating ROI, and addressing competitive differentiators when presenting WalkMe to stakeholders.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q10-Q15):

NEW QUESTION # 10
What is the main focus of a mid-level influencer during the sales cycle?

- A. Addressing operational inefficiencies and aligning with high-level goals
- B. Driving organizational ROI
- C. Mitigating company-wide risks
- D. Increasing recruitment efficiency

Answer: A

Explanation:
The main focus of a mid-level influencer during the sales cycle is:
D . Addressing operational inefficiencies and aligning with high-level goals ☐ According to the Learning SAP course "Identifying Mastering Personas," mid-level influencers-typically middle management-are responsible for vetting solutions and driving digital initiatives. They care deeply about solving day-to-day operational challenges while ensuring alignment with broader organizational objectives. learning.sap.com

NEW QUESTION # 11
Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Time & Materials Engagement
- B. WalkMe Shield
- C. Activation SKU
- D. Digital Experience Analytics

Answer: C

NEW QUESTION # 12
What is one of WalkMe's differentiators when compared to other Digital Adoption Platforms (DAP)?

- A. Offering a combination of guidance tools and actionable analytics
- B. Limited scalability for smaller businesses
- C. Ability to operate without integrating into other software
- D. Exclusive focus on customer experience workflows

Answer: A

Explanation:
The correct answer is:
A . Offering a combination of guidance tools and actionable analytics ☐ Why this matters WalkMe stands out among Digital Adoption Platforms (DAPs) by not only providing in-app guidance-such as walkthroughs, tooltips, and task lists-but also delivering actionable insights through analytics. This powerful combination empowers organizations to both guide users and continuously

optimize adoption using real-world usage data.

Why the other options don't apply

* B. Limited scalability for smaller businesses

☐ This is a limitation, if anything-not a differentiator or benefit.

* C. Exclusive focus on customer experience workflows

☐ WalkMe supports a wide array of use cases, including employee onboarding, IT, finance, and more- not just customer workflows.

* D. Ability to operate without integrating into other software

☐ WalkMe overlays onto existing applications and integrates deeply-it doesn't operate in isolation.

☐ Final Answer: A. Offering a combination of guidance tools and actionable analytics.

NEW QUESTION # 13

What unique technology powers WalkMe's Al-first Digital Adoption Platform (DAP), enabling it to understand application context and drive adoption success?

- A. Library of Pre-Made Content
- B. SAP Ecosystem Integration
- C. DeepUI Technology
- D. FedRAMP Certified Platform

Answer: C

NEW QUESTION # 14

Which of the following are objectives of WalkMe's sales plays for SAP?Note: There are 3 correct answe rs to this questio n.

- A. Providing analytics and insights for cloud-based HR systems
- B. Ensuring compliance and efficiency in finance and spend management
- C. Simplifying procurement processes to enhance competitive differentiation
- D. Driving measurable ROI across SAP and non-SAP applications
- E. Enabling ERP transformation through user engagement and adoption

Answer: B,D,E

Explanation:

Based on WalkMe's positioning within the SAP ecosystem, the three key objectives of their SAP-focused sales plays are:

☐ C. Enabling ERP transformation through user engagement and adoption

WalkMe plays a central role in digital transformation by driving user engagement, increasing software adoption, and ensuring smooth rollouts of SAP ERP like S/4HANA and SuccessFactors

☐ A. Ensuring compliance and efficiency in finance and spend management WalkMe's in-app guidance helps prevent user errors, ensure policy compliance, and streamline critical finance and procurement workflows-especially within SAP S/4HANA and Ariba environments blog.sap-press.com.

☐ E. Driving measurable ROI across SAP and non-SAP applications

WalkMe emphasizes actionable insights, highlighting software usage, and driving ROI not just in SAP but across heterogeneous systems through analytics and usage data visibility.

☐ Not correct:

* B. Providing analytics and insights for cloud-based HR systems

While WalkMe supports HR applications like SuccessFactors, the offering is broader-including ERP, procurement, and cross-app usage-so this choice is too narrow.

* D. Simplifying procurement processes to enhance competitive differentiation WalkMe does simplify workflows in SAP Ariba, but the "competitive differentiation" language doesn't match their core positioning.

NEW QUESTION # 15

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