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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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.
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	• 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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q28-Q33):

NEW QUESTION # 28
Which feature of WalkMe helps enterprises maintain consistent branding across tools to improve user adoption?

- A. Theming
- B. Multi-Language
- C. WalkMe Shield
- D. Discovery

Answer: A

NEW QUESTION # 29
What is the main focus of a mid-level influencer during the sales cycle?

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

Answer: D

NEW QUESTION # 30
What are the key functional categories of WalkMe's capabilities in the new pricing model?

- A. Digital Adoption, Process Optimization, Compliance Management
- B. Content Creation, Deployment, Analytics & Insights
- C. Data & Analytics, Action & Experience, Platform & Admin
- D. Workflow Automation, User Engagement, Security & Privacy

Answer: C

NEW QUESTION # 31
What are WalkMe's strengths compared to competitors? Note: There are 3 correct answers to this question.

- A. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities
- B. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology

- C. WalkMe is purpose-built for exclusive use on specific applications
- D. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category
- E. WalkMe's analytics provide actionable insights to optimize user adoption and ROI

Answer: A,B,E

NEW QUESTION # 32

A customer mentions they're facing challenges introducing new employees to a complex Software as a Service (SaaS) application. They report high training costs and low adoption rates.
What WalkMe feature best addresses this challenge?

- A. Customizable Landing Pages
- B. Digital Onboarding and Training Modules
- C. Task Automation Tools
- D. Sentiment Analysis

Answer: B

NEW QUESTION # 33

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