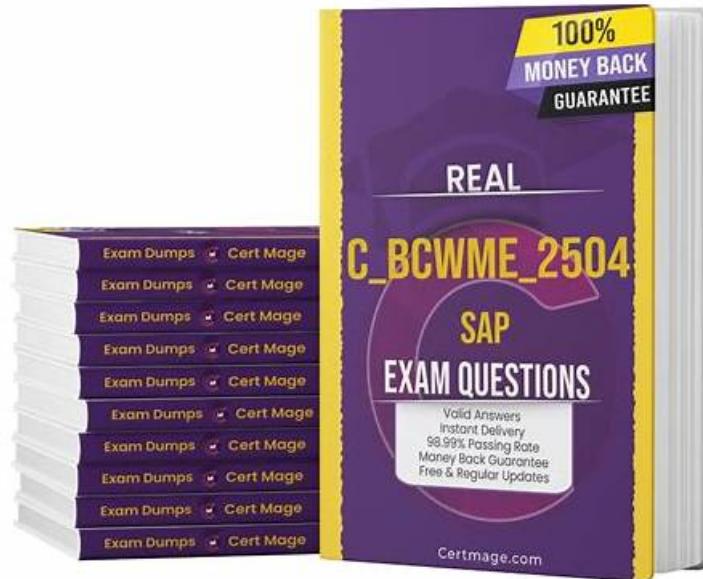


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
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Topic 1	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 (Q13-Q18):

NEW QUESTION # 13

Which market trend is most relevant to driving adoption for tools like WalkMe?

- A. Global movement towards digital transformation**
- B. Preference for local software providers
- C. Increasing investment in physical retail stores
- D. Rising popularity of traditional employee training methods

Answer: A

NEW QUESTION # 14

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

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

Answer: D

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 # 15

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

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

Answer: B

NEW QUESTION # 16

What is the role of the WalkMe snippet in the deployment process?

- A. It ensures compatibility with all versions of application software
- B. **It enables WalkMe content to be displayed over applications**
- C. It customizes content for each user group
- D. It secures user data through encryption

Answer: B

NEW QUESTION # 17

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. Increasing recruitment efficiency
- C. Driving organizational ROI
- D. Mitigating company-wide risks

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 # 18

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