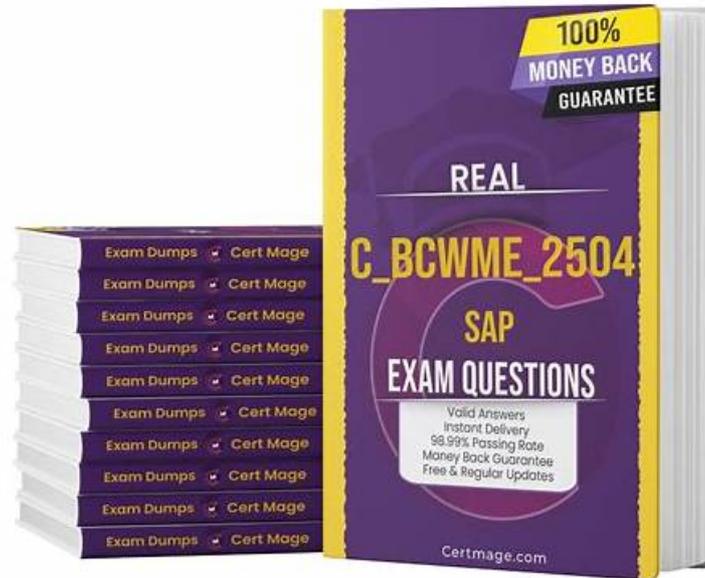


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details

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"> 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 3	<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.

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

NEW QUESTION # 10

How does WalkMe empower enterprises to recover productivity losses?

- A. By outsourcing workflow management to third-party providers
- B. By replacing enterprise tools with simpler solutions
- C. By offering proactive, contextual guidance through AI-powered tools
- D. By automating recruitment processes

Answer: C

NEW QUESTION # 11

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

- A. WalkMe is purpose-built for exclusive use on specific applications
- B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI
- C. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities
- D. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category
- E. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology

Answer: B,C,E

NEW QUESTION # 12

Which of the following are objectives of WalkMe's sales plays for SAP? Note: There are 3 correct answers to this question.

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

Answer: A,D,E

NEW QUESTION # 13

Which persona is responsible for aligning organizational strategy with technological efficiency while addressing the challenges of resource allocation and system integration?

- A. Sales Enablement
- B. Operations Leader
- **C. Chief Information Officer**
- D. Chief Revenue Officer

Answer: C

NEW QUESTION # 14

Which feature of WalkMe Discovery allows enterprises to gain insights to optimize their technology stack?

- A. Providing forecasts for future revenue growth
- B. Reducing costs associated with hardware infrastructure
- C. Automating employee onboarding processes
- **D. Identifying all applications being used across the organization**

Answer: D

Explanation:

The correct answer is:

D . Identifying all applications being used across the organization

Explanation

WalkMe Discovery offers enterprises full visibility into their technology stack by automatically discovering all web-based applications in use across the organization. It provides insights into which applications are used, by whom, and how frequently, enabling companies to optimize their software portfolio and eliminate underused or rogue tools.

Why the other options are incorrect:

* A. Automating employee onboarding processes - Not part of Discovery; this relates to WalkMe's guidance capabilities.

* B. Reducing costs associated with hardware infrastructure - Discovery focuses on software visibility, not hardware.

* C. Providing forecasts for future revenue growth - Discovery helps optimize current software investments but doesn't offer revenue forecasting.

Final Answer:

D . Identifying all applications being used across the organization.

NEW QUESTION # 15

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