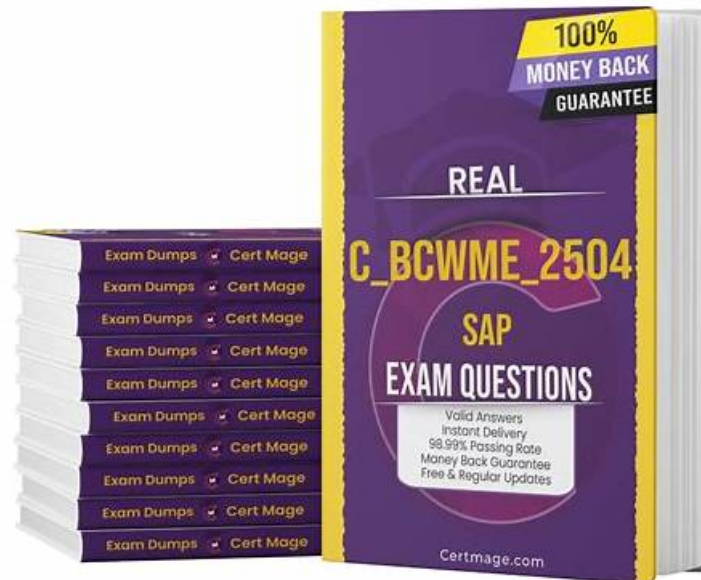


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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q19-Q24):

NEW QUESTION # 19

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

Answer: A,B,D

Explanation:

Here are WalkMe's key strengths compared to competitors, based on insights from learning.sap.com and authoritative sources:

☐ B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI WalkMe's platform features robust analytics like flow analytics and license optimization data-helping organizations understand adoption patterns, identify friction, and improve ROI.

☐ C. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology From its AI-powered "WalkMe(X)" and "Action Bar" to support across web, desktop, and mobile, WalkMe differentiates itself with an enterprise-grade, AI-driven, cross-platform approach.

☐ D. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities WalkMe was named a leader in The Forrester Wave™: Digital Adoption Platforms in 2024, praised for its strong AI- first platform and analytics. It's also highlighted by IDC and recognized as the category creator and leader ir.walkme.com

☐ Not correct:

* A. WalkMe is purpose-built for exclusive use on specific applications Actually, WalkMe is designed to be application-agnostic, working across any web or desktop enterprise tools, not limited to one specific app.

* E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category WalkMe is widely regarded as the market leader, not number two-this choice is incorrect.

☐ Final Answer:

B, C, and D.

NEW QUESTION # 20

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

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

Answer: C

NEW QUESTION # 21

Which of the following are strategic pillars of WalkMe's product strategy? Note: There are 3 correct answers to this question.

- A. Action
- B. Experience

- C. Results
- **D. Data**
- E. Integration

Answer: A,B,D

NEW QUESTION # 22

Which of the following are measurable impacts delivered by WalkMe? Note: There are 3 correct answers to this question.

- **A. Faster and more flexible product delivery**
- B. Reduction in compliance-related issues through automatic insights
- C. Elimination of all R&D costs within enterprises
- **D. Increased employee productivity through streamlined workflows**
- **E. Enhanced user satisfaction through NPS and CSAT improvements**

Answer: A,D,E

NEW QUESTION # 23

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

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

Answer: A

NEW QUESTION # 24

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