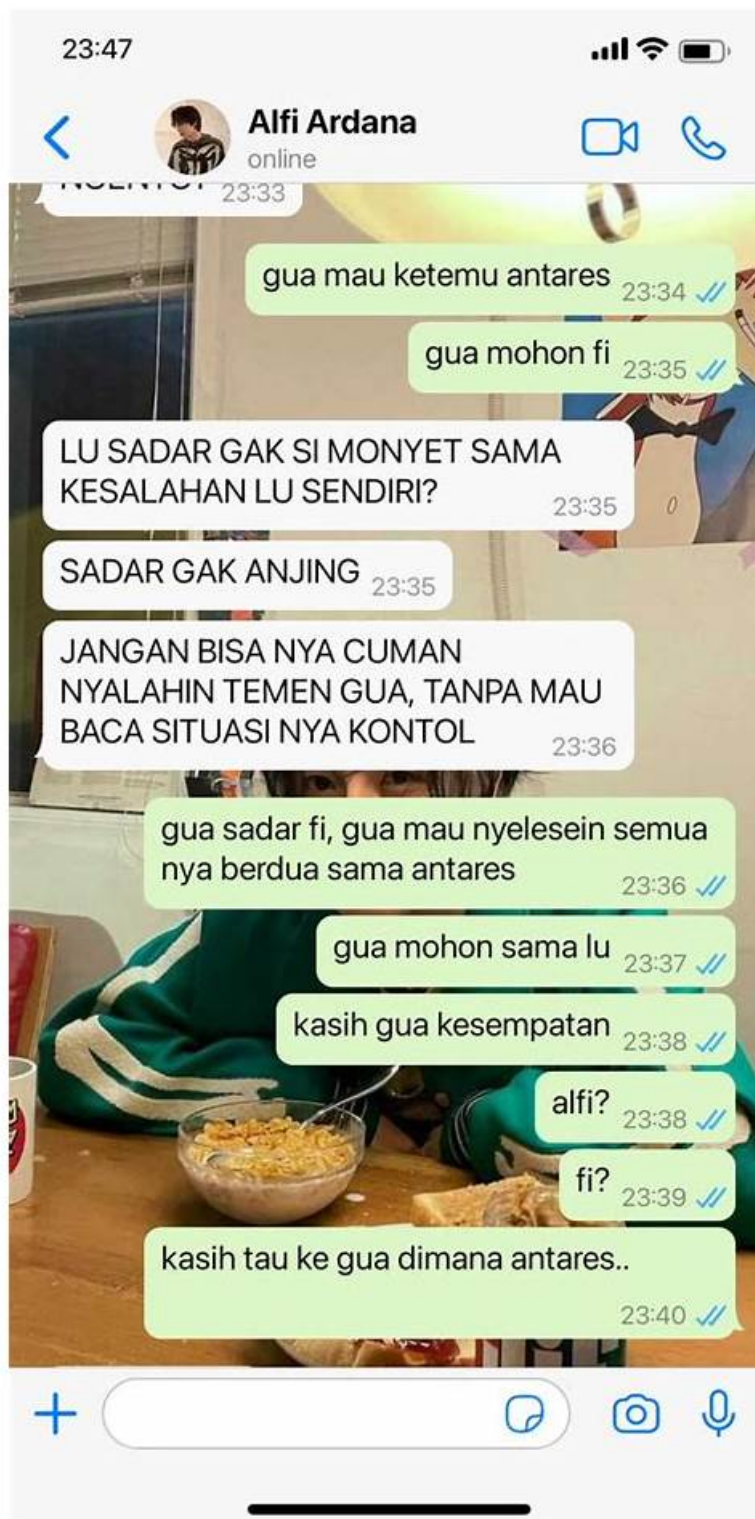


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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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"> 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 (Q18-Q23):

NEW QUESTION # 18

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

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

Answer: D

Explanation:

The market trend most relevant to driving adoption for tools like WalkMe is:

- B. Global movement towards digital transformation
- Why It Matters

* The worldwide shift toward digital transformation is the primary catalyst making Digital Adoption Platforms (DAPs) essential- organizations must ensure their tools are not just implemented, but also fully adopted by users.

* WalkMe specifically addresses the "digital adoption gap" where companies invest heavily in digital tools but struggle to achieve actual usage-costing millions in productivity and ROI losses.

- Why the others aren't relevant

* A. Preference for local software providers - While regional tools play a role, the dominant trend is global digital transformation driving homogeneous adoption needs.

* C. Rising popularity of traditional employee training methods - Traditional training is declining; digital, in-app guidance is gaining

momentum.

* D. Increasing investment in physical retail stores - This is unrelated to software adoption and digital change initiatives.

Summary

* The dominant market force fueling WalkMe's growth and adoption is the global digital transformation movement-organizations need to bridge the gap between digital investment and actual user engagement.

Final Answer: B. Global movement towards digital transformation.

NEW QUESTION # 19

What are the benefits of using WalkMe on SAP S/4HANA?Note: There are 2 correct answers to this question.

- A. Simplifies user adoption and reduces training time
- B. Enhances physical infrastructure scalability
- C. Automates payroll processing
- D. Improves compliance with regulatory requirements

Answer: A,D

Explanation:

The correct answers are:

B. Simplifies user adoption and reduces training time

WalkMe's in-app guidance, onboarding support, and automation tools (like Smart Walk-Thrus and reminders) help users settle into SAP S/4HANA faster, significantly reducing training needs and accelerating adoption-especially during both greenfield and brownfield migrations

D. Improves compliance with regulatory requirements.

By guiding users through proper workflows, delivering targeted announcements, and reducing errors, WalkMe supports compliance efforts during S/4HANA transitions and beyond.

✘ Why the other options are incorrect:

* A. Automates payroll processing - This is not part of WalkMe's functionality; it doesn't automate backend financial processes like payroll.

* C. Enhances physical infrastructure scalability - WalkMe focuses on digital adoption and guidance, not physical hardware or infrastructure enhancements.

Final Answer:

B and D.

NEW QUESTION # 20

What is the main focus of a mid-level influencer during the sales cycle?

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

Answer: C

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 # 21

What primary issue does WalkMe's solution aim to solve for customers?

- A. Difficulty in maintaining accurate financial records
- B. Need for upgrading physical infrastructure in organizations
- C. Challenges in adopting and effectively using digital tools

- D. High employee turnover rates

Answer: C

Explanation:

The primary issue WalkMe's solution is designed to solve for customers is:

D . Challenges in adopting and effectively using digital tools

Why this is the correct answer

WalkMe is a Digital Adoption Platform (DAP) that sits on top of your technology stack to help organizations understand who is using software, how it's being used, and where friction exists-then provide in-app guidance and automation to smooth those friction points Why the other options are incorrect

* A. Need for upgrading physical infrastructure

This is unrelated-WalkMe focuses on software adoption, not hardware upgrades.

* B. High employee turnover rates

While adoption issues can indirectly influence turnover, WalkMe does not directly address retention.

* C. Difficulty in maintaining accurate financial records

That's a domain for finance systems and accounting, not WalkMe's primary focus.

In summary: WalkMe's core mission is to help users adopt and effectively use digital tools, enabling faster onboarding, fewer support tickets, and greater productivity.

NEW QUESTION # 22

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

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

Answer: B,D,E

NEW QUESTION # 23

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