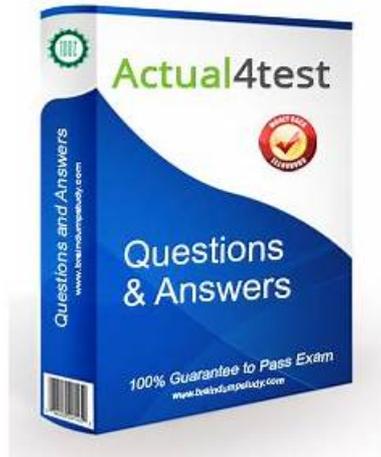


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SAP C-BCWME-2504 Exam Syllabus Topics:

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 (Q22-Q27):

NEW QUESTION # 22

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

- A. Increasing recruitment efficiency
- B. Driving organizational ROI
- **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 # 23

What unique technology powers WalkMe's AI-first Digital Adoption Platform (DAP), enabling it to understand application context and drive adoption success?

- **A. DeepUI Technology**
- B. SAP Ecosystem Integration
- C. Library of Pre-Made Content
- D. FedRAMP Certified Platform

Answer: A

NEW QUESTION # 24

What role does WalkMe's Action pillar serve?

- A. To automate application updates

- B. To create workflows and guidance content quickly
- C. To ensure intuitive user experiences
- D. To provide real-time analytics for identifying inefficiencies

Answer: B

NEW QUESTION # 25

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

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

Answer: C

NEW QUESTION # 26

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

Explanation:

Based on WalkMe's positioning within the SAP ecosystem, the three key objectives of their SAP-focused sales plays are:

C. Enabling ERP transformation through user engagement and adoption

WalkMe plays a central role in digital transformation by driving user engagement, increasing software adoption, and ensuring smooth rollouts of SAP ERP like S/4HANA and SuccessFactors

A. Ensuring compliance and efficiency in finance and spend management WalkMe's in-app guidance helps prevent user errors, ensure policy compliance, and streamline critical finance and procurement workflows-especially within SAP S/4HANA and Ariba environments blog.sap-press.com

E. Driving measurable ROI across SAP and non-SAP applications

WalkMe emphasizes actionable insights, highlighting software usage, and driving ROI not just in SAP but across heterogeneous systems through analytics and usage data visibility.

Not correct:

* B. Providing analytics and insights for cloud-based HR systems

While WalkMe supports HR applications like SuccessFactors, the offering is broader-including ERP, procurement, and cross-app usage-so this choice is too narrow.

* D. Simplifying procurement processes to enhance competitive differentiation WalkMe does simplify workflows in SAP Ariba, but the "competitive differentiation" language doesn't match their core positioning.

NEW QUESTION # 27

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