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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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	• 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	• 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 (Q18-Q23):

NEW QUESTION # 18

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Digital Experience Analytics
- B. WalkMe Shield
- **C. Activation SKU**
- D. Time & Materials Engagement

Answer: C

NEW QUESTION # 19

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

Explanation:

The WalkMe feature that best helps enterprises recover productivity losses is:

B. By offering proactive, contextual guidance through AI-powered tools ☐ WalkMe empowers users by delivering real-time, in-app guidance tailored to individual workflows. Specifically, their contextual AI tools-like the new "Action Bar"-proactively suggest next steps, remind users of critical tasks, and offer support based on ongoing context across applications. This reduces disruptions, closes adoption gaps, and accelerates productivity recovery Why the other options don't apply:

* A. By automating recruitment processes

☐ WalkMe focuses on user productivity and adoption, not HR or recruiting workflows.

* C. By outsourcing workflow management to third-party providers

☐ WalkMe provides in-house software tools and guidance-not workflow outsourcing.

* D. By replacing enterprise tools with simpler solutions

☐ WalkMe enhances existing enterprise tools rather than replacing them.

In summary: WalkMe recovers lost productivity by embedding AI-powered, proactive guidance directly into enterprise software workflows-helping users avoid friction and work smarter in the moment.

NEW QUESTION # 20

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

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

Answer: B

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 # 21

What does WalkMe Discovery help organizations achieve?

- A. Translates all tools into multiple languages automatically
- B. Enhances employee satisfaction scores by 50%
- C. Automates training development processes
- **D. Identifies underutilized tools and compliance risks**

Answer: D

NEW QUESTION # 22

What is the primary purpose of WalkMe's Digital Adoption Platform (DAP)?

- **A. To reduce digital friction and guide users through complex software**
- B. To implement advanced hardware solutions
- C. To manage payroll systems efficiently
- D. To automate recruitment processes

Answer: A

Explanation:

The primary purpose of WalkMe's Digital Adoption Platform (DAP) is:

B. To reduce digital friction and guide users through complex software ☐

☐ Why This Is Correct

WalkMe DAP is an intelligence-driven overlay that sits on top of your existing applications and provides contextual guidance and automation to users at the exact moment they're facing friction. This minimizes errors, accelerates digital proficiency, and relieves support bottlenecks.

☐ Why the Other Options Aren't Correct

* A. To manage payroll systems efficiently - WalkMe doesn't handle backend processes like payroll.

* C. To implement advanced hardware solutions - Its focus is purely on software adoption and user interaction.

* D. To automate recruitment processes - WalkMe supports adoption across software, not HR operations like recruitment.

□ Final Answer:

B . To reduce digital friction and guide users through complex software.

NEW QUESTION # 23

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