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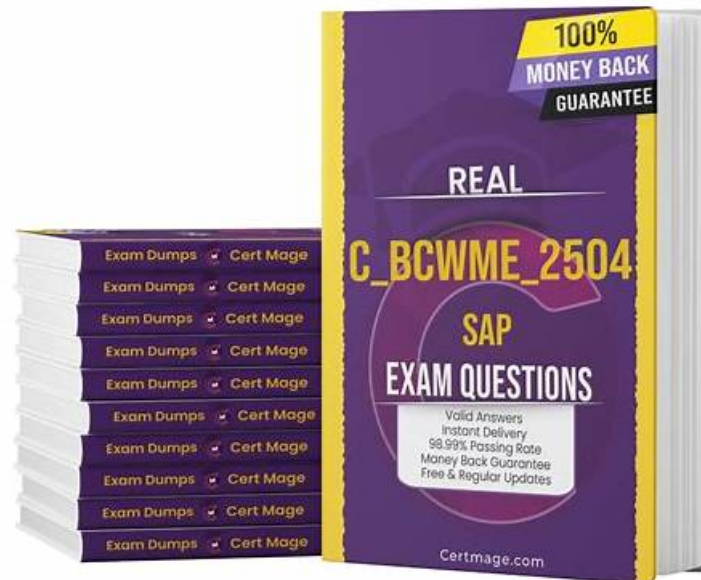
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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q26-Q31):

NEW QUESTION # 26
What are WalkMe's strengths compared to competitors?Note: There are 3 correct answe rs to this questio n.

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

Answer: A,B,C

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 # 27
Why do organizations invest in Digital Adoption Platforms (DAP) like WalkMe?

- A. To replace outdated hardware systems with modern alternatives
- B. To automate payroll and HR processes for efficiency
- C. To reduce the need for IT support during software rollouts
- D. To improve user adoption and ensure maximum RO! on technology investments

Answer: C,D

Explanation:
From insights on learning.sap.com, organizations invest in Digital Adoption Platforms (DAPs) like WalkMe primarily to:
☐ A. To improve user adoption and ensure maximum ROI on technology investments WalkMe addresses low adoption rates, streamlines workflows, and helps customers fully realize the value of their digital tools-all contributing to improved ROI
☐ B. To reduce the need for IT support during software rollouts

WalkMe provides in-app guidance and self-service options like Smart Walk-Thrus and SmartTips that empower users to learn independently and reduce reliance on IT support

□ Not the primary reasons:

* C. To replace outdated hardware systems with modern alternatives

WalkMe focuses on software adoption and usage optimization-not on hardware refreshes.

* D. To automate payroll and HR processes for efficiency

While WalkMe can guide users through HR software, its mission isn't centered on HR automation itself.

□ In Summary:

Objective WalkMe's Role

Improve user adoption & maximize ROI Guided adoption, analytics, and reducing friction Reduce IT support during rollouts Self-service walkthroughs and contextual help So, the correct answe rs are A and B.

NEW QUESTION # 28

What is one example of WalkMe's measurable impact for its customers?

- A. Saving sales representatives 2-3 hours per day through streamlined processes
- B. Reducing software licensing costs by 80%
- C. Replacing all in-person training programs with AI-only solutions
- D. Eliminating the need for IT departments in large organizations

Answer: A

Explanation:

WalkMe has demonstrated significant time savings for sales teams. For example, a WalkMe Salesforce add-on helped sales reps reclaim 2 hours per day that were previously spent on editing leads and navigating CRM systems-allowing them to focus more on selling.

While other options (reduced IT needs, licensing cost optimization, etc.) are indirect benefits, the specific, quantifiable impact of saving 2 hours daily for sales reps is a clearly documented result of WalkMe in action.

□ Final Answer:

D . Saving sales representatives 2-3 hours per day through streamlined processes.

NEW QUESTION # 29

What is a primary benefit of WalkMe's Multi-Language feature for global enterprises?

- A. Automating compliance with international data privacy laws
- B. Allowing users to toggle between languages manually
- C. Delivering consistent user experiences across diverse regions
- D. Simplifying the deployment of WalkMe content across applications

Answer: C

NEW QUESTION # 30

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

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

Answer: C

NEW QUESTION # 31

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