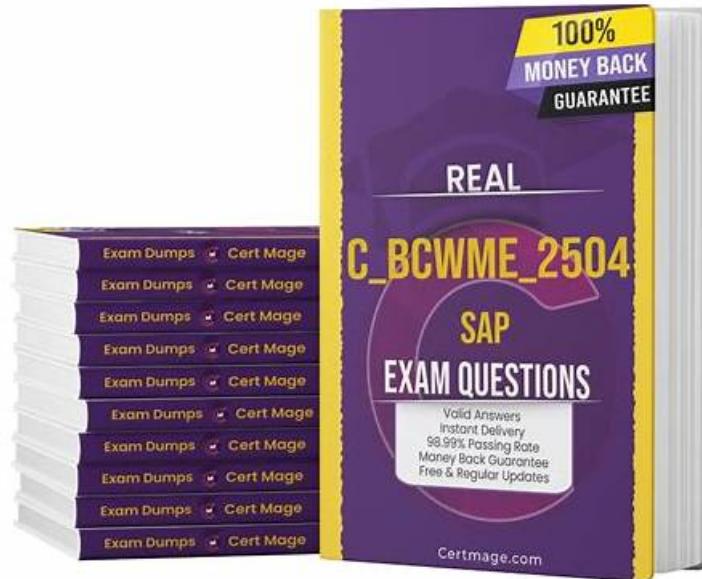


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q29-Q34):

NEW QUESTION # 29

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

- A. Integration
- B. Action
- C. Results
- D. Experience
- E. Data

Answer: B,D,E

NEW QUESTION # 30

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

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

Answer: A

NEW QUESTION # 31

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

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

Answer: A

Explanation:

The correct answer is:

A . Offering a combination of guidance tools and actionable analytics Why this matters WalkMe stands out among Digital Adoption Platforms (DAPs) by not only providing in-app guidance-such as walkthroughs, tooltips, and task lists-but also delivering actionable insights through analytics. This powerful combination empowers organizations to both guide users and continuously optimize adoption using real-world usage data.

Why the other options don't apply

- * B. Limited scalability for smaller businesses
- This is a limitation, if anything-not a differentiator or benefit.
- * C. Exclusive focus on customer experience workflows
- WalkMe supports a wide array of use cases, including employee onboarding, IT, finance, and more- not just customer workflows.
- * D. Ability to operate without integrating into other software

- WalkMe overlays onto existing applications and integrates deeply-it doesn't operate in isolation.
- Final Answer: A. Offering a combination of guidance tools and actionable analytics.

NEW QUESTION # 32

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

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

Answer: A

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 # 33

Which feature of WalkMe Discovery allows enterprises to gain insights to optimize their technology stack?

- A. Reducing costs associated with hardware infrastructure
- B. Automating employee onboarding processes
- C. Providing forecasts for future revenue growth
- **D. Identifying all applications being used across the organization**

Answer: D

Explanation:

The correct answer is:

- D . Identifying all applications being used across the organization

- Explanation

WalkMe Discovery offers enterprises full visibility into their technology stack by automatically discovering all web-based applications in use across the organization. It provides insights into which applications are used, by whom, and how frequently, enabling companies to optimize their software portfolio and eliminate underused or rogue tools.

- Why the other options are incorrect:

- * A. Automating employee onboarding processes - Not part of Discovery; this relates to WalkMe's guidance capabilities.
- * B. Reducing costs associated with hardware infrastructure - Discovery focuses on software visibility, not hardware.
- * C. Providing forecasts for future revenue growth - Discovery helps optimize current software investments but doesn't offer revenue forecasting.

- Final Answer:

D . Identifying all applications being used across the organization.

NEW QUESTION # 34

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