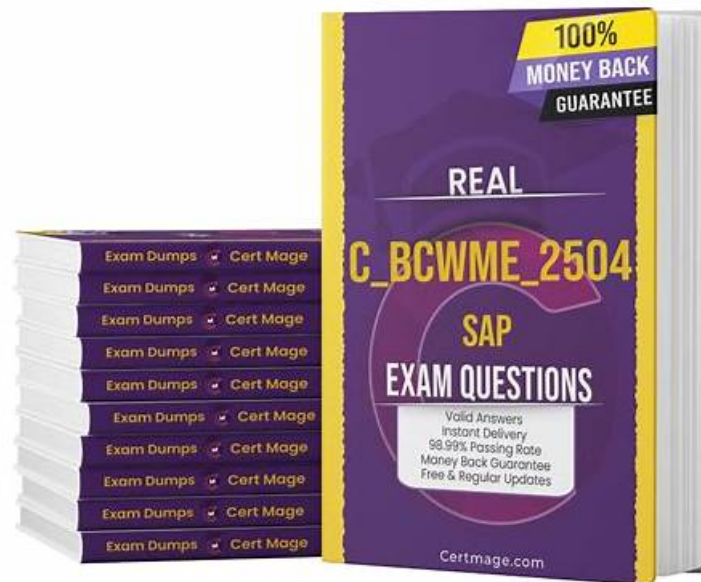


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details

Topic 1	<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 2	<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 3	<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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q24-Q29):

NEW QUESTION # 24

From a WalkMe perspective, what is a common reason enterprises fail to maximize ROI on software investments?

- A. Lack of employee training programs
- **B. Low software adoption rates**
- C. Insufficient IT budgets
- D. Excessive third-party integrations

Answer: B

Explanation:

D. Low software adoption rates.

WalkMe emphasizes that one of the biggest reasons enterprises fail to maximize ROI on their software investments is due to poor software adoption. Organizations frequently see massive inefficiencies, underutilized tools, and productivity losses-all stemming from low adoption rates-costing up to \$104 million annually and dramatically reducing ROI

☐ Why not the other choices?

* A. Insufficient IT budgets - While budget constraints can impact projects, WalkMe highlights adoption, not funding, as the primary barrier.

* B. Excessive third-party integrations - Integration complexity is a challenge but not cited as the leading cause of failed ROI.

* C. Lack of employee training programs - Training is important, but the core issue is that even with training, employees still aren't using the software effectively-and that's indicative of poor adoption.

Thus, low software adoption rates is the common reason cited from WalkMe's perspective.

NEW QUESTION # 25

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

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

Answer: A

NEW QUESTION # 26

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

- **A. To improve user adoption and ensure maximum ROI on technology investments**

- B. To automate payroll and HR processes for efficiency
- C. To replace outdated hardware systems with modern alternatives
- D. To reduce the need for IT support during software rollouts

Answer: A

NEW QUESTION # 27

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

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

Answer: D

NEW QUESTION # 28

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

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

Answer: D

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 # 29

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