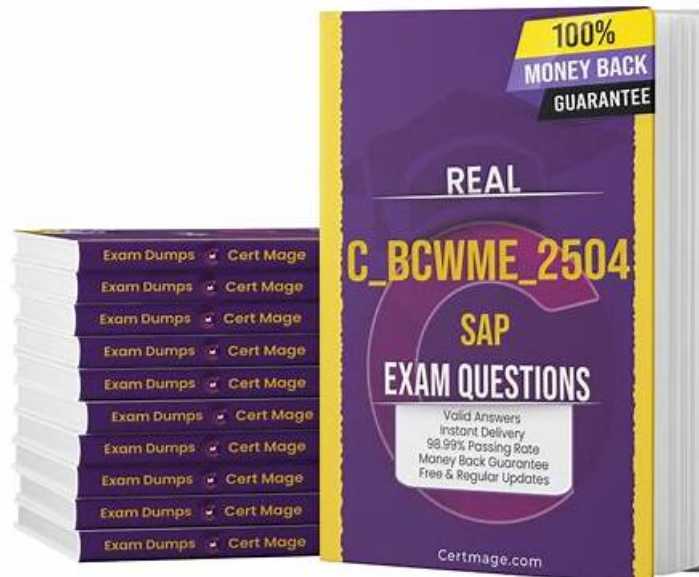


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C_BCWME_2504 Guide Torrent: SAP Certified Associate - Positioning WalkMe & C_BCWME_2504 Learning Materials

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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 (Q14-Q19):

NEW QUESTION # 14

What percentage of digital transformation initiatives fail to meet their goals due to poor tool adoption?

- A. 0.3
- **B. 0.7**
- C. 0.9
- D. 0.5

Answer: B

Explanation:

The correct answer is B. 0.7 (i.e., 70%).

Studies cited on learning.sap.com indicate that roughly 70% of digital transformation initiatives fail to meet their objectives, and a major reason behind this is poor user adoption of tools.

NEW QUESTION # 15

What is the role of the WalkMe snippet in the deployment process?

- A. It ensures compatibility with all versions of application software
- B. It secures user data through encryption
- **C. It enables WalkMe content to be displayed over applications**
- D. It customizes content for each user group

Answer: C

NEW QUESTION # 16

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. Limited scalability for smaller businesses
- D. Ability to operate without integrating into other software

Answer: A

NEW QUESTION # 17

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. Limited scalability for smaller businesses
- D. Ability to operate without integrating into other software

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 # 18

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

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

Answer: C

NEW QUESTION # 19

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