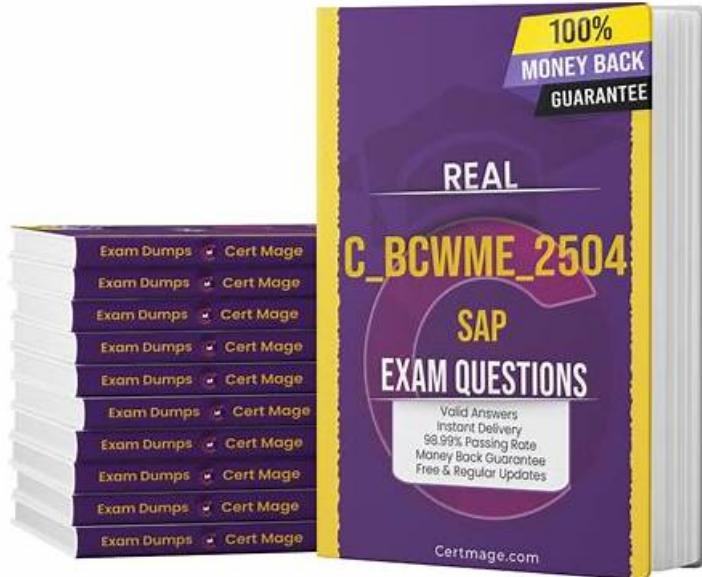


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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">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 (Q16-Q21):

NEW QUESTION # 16

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

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

Answer: B

NEW QUESTION # 17

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

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

Answer: B

NEW QUESTION # 18

What role does WalkMe's Action pillar serve?

- A. To automate application updates
- B. To ensure intuitive user experiences
- C. To create workflows and guidance content quickly
- D. To provide real-time analytics for identifying inefficiencies

Answer: C

Explanation:

The correct answer is:

B . To create workflows and guidance content quickly

Explanation

According to the Learning SAP course Outlining Strategy and Messaging, WalkMe's Action pillar is all about empowering organizations to rapidly design and deploy workflows and guidance content-with minimal IT involvement-using tools like the Workflow Accelerators, WalkMe Editor, and Builder Assistant. It enables companies to turn data-driven insights into action effectively.

Why other options aren't correct:

* A. To automate application updates - This doesn't fall under the Action pillar's scope, which focuses on guided workflows and in-app support, not software maintenance.

* C. To ensure intuitive user experiences - While intuitive experiences are part of the Experience pillar (with smart walkthroughs, AI chat, etc.), the Action pillar focuses specifically on building and rolling out guidance content

* D. To provide real-time analytics for identifying inefficiencies - This relates to the Data pillar, which handles analytics and insights, not the Action pillar.

Final Answer:
B . To create workflows and guidance content quickly

NEW QUESTION # 19

What role does WalkMe's Action pillar serve?

- A. To automate application updates
- B. To ensure intuitive user experiences
- C. To create workflows and guidance content quickly
- D. To provide real-time analytics for identifying inefficiencies

Answer: C

NEW QUESTION # 20

What is included in WalkMe's embedded content provided with SAP applications?

- A. Basic guidance like help menus and tooltips
- B. The full suite of WalkMe features
- C. Comprehensive analytics and insights
- D. Customizable digital adoption content

Answer: A

Explanation:

The correct answer is:

C . Basic guidance like help menus and tooltips

Explanation

According to SAP's documentation, when WalkMe is embedded within SAP applications (such as SuccessFactors or S/4HANA), users are provided with contextual, in-app guidance features-including smart walkthroughs, tooltips, task lists, and on-demand help menus. These are considered "basic guidance" rather than the full breadth of WalkMe's platform capabilities.

Why the other options are incorrect

* A. The full suite of WalkMe features

Embedded WalkMe content delivers a subset focused on guidance-not the full product suite.

* B. Comprehensive analytics and insights

While analytics are available in the platform, they are not part of the embedded content. Those insights are part of the broader WalkMe offering outside the embedded scope.

* D. Customizable digital adoption content

Customized training and adoption flows are built and managed in the full WalkMe platform-not included in the out-of-the-box embedded offering.

NEW QUESTION # 21

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