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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	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	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.

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

## **NEW QUESTION #24**

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

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

Answer: B

#### **NEW QUESTION #25**

What is the primary purpose of WalkMe's Digital Adoption Platform (DAP)?

- A. To manage payroll systems efficiently
- B. To implement advanced hardware solutions
- C. To automate recruitment processes
- D. To reduce digital friction and guide users through complex software

Answer: D	Ans	wer:	D
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#### Explanation:

The primary purpose of WalkMe's Digital Adoption Platform (DAP) is:

 $\boldsymbol{B}$  . To reduce digital friction and guide users through complex software  $\square$ 

 $\hfill\square$  Why This Is Correct

WalkMe DAP is an intelligence-driven overlay that sits on top of your existing applications and provides contextual guidance and automation to users at the exact moment they're facing friction. This minimizes errors, accelerates digital proficiency, and relieves support bottlenecks.

- ☐ Why the Other Options Aren't Correct
- \* A. To manage payroll systems efficiently WalkMe doesn't handle backend processes like payroll.
- \* C. To implement advanced hardware solutions Its focus is purely on software adoption and user interaction.
- \* D. To automate recruitment processes WalkMe supports adoption across software, not HR operations like recruitment.

☐ Final Answer:

B. To reduce digital friction and guide users through complex software.

#### **NEW QUESTION #26**

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

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

Answer: B

#### **NEW QUESTION #27**

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 $\square$
□ 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 # 28 What are the key functional categories of WalkMe's capabilities in the new pricing model?
<ul> <li>A. Workflow Automation, User Engagement, Security &amp; Privacy</li> <li>B. Content Creation, Deployment, Analytics &amp; Insights</li> <li>C. Digital Adoption, Process Optimization, Compliance Management</li> <li>D. Data &amp; Analytics, Action &amp; Experience, Platform &amp; Admin</li> </ul>
Answer: D
Explanation: The correct answer is: B. Data & Analytics, Action & Experience, Platform & Admin   Explanation
According to WalkMe's updated pricing model detailed on their pricing page, the platform's key functional categories are:  * Data & Analytics: Application usage insights, workflow and form analytics, guidance analytics, flow analysis, and custom dashboards.
* Action & Experience: Tools for building interactive guidance (walk-thrus, tooltips, notifications), workflow automation, theming, conversational interfaces, and workstation deployment walkme.com
* Platform & Admin: Admin center, access management, security settings (2FA, roles), data privacy, extensibility, and data hosting controls walkme.com

#### $\hfill \square$ Why the other options aren't correct:

- \* A. Workflow Automation, User Engagement, Security & Privacy these are features under the main categories but don't reflect the pricing model structure.
- \* C. Digital Adoption, Process Optimization, Compliance Management more thematic goals, not official pricing tiers.
- \* D. Content Creation, Deployment, Analytics & Insights overlaps some areas but doesn't match the naming and structure used by WalkMe's pricing documentation.
- ☐ Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

### **NEW QUESTION #29**

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