M2020-618

IBM Business Analytics Midmarket

Foundational Sales Mastery Test v2

DEMO

QUESTION NO: 1

Which pain point can IBM Midmarket solutions help overcome?

A. The customer is struggling with complex territory to account alignment processes
B. The customer needs to implement and manage group HR policy across multiple companies
C. The customer has difficulty managing patient records and archiving historical data
D. The customer needs an analytic solution that communicates information across the enterprise

Answer: D

Explanation:

QUESTION NO: 2

During a conversation with the Sales Director, you try to uncover areas where your solution could add value in his department. Which question would you ask?

A. Are you able to identify which promotional periods or campaigns were the most productive in converting leads?
B. How do you communicate financial plans and forecasts to other groups in the company such as operations or research and development?
C. How much time do you spend manually aggregating and managing budgets rather than working on strategic initiatives?
D. What happens when you need to combine information from multiple data sources to produce business reports?

Answer: C

Explanation:

QUESTION NO: 3

Where can you find specific Business Analytics Midmarket customer success stories?

A. AnalyticsZone.com website
B. Customer Reference Database
C. DeveloperWorks
D. IBM.com Website

Answer: D

Explanation:

QUESTION NO: 4

An existing IBM Cognos Express Performance Management customer needs self service reporting, visualization capabilities in the form of reports and dashboards to drive decision making. Which solution would provide those capabilities?

A. IBM Cognos Express Business Intelligence
B. IBM Cognos Insight
C. IBM Cognos Disclosure Management Express
D. IBM SPSS Modeler

Answer: A
Reference:https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact= 8&ved=0CC0QFjAA&url=http%3A%2F%2Fwww.csiltd.co.uk%2Flibrary%2Fdownload%2Fdata- sheet-cognos- express%2F&ei=n3ZXVNvvMeiHsQT6o4CYCg&usg=AFQjCNGuzRg62g7L9OPlfH9z4aErrNF2yA &sig2=3cIECokn5rZdqMDytsFKsQ&bvm=bv.78677474,d.cWc

QUESTION NO: 5

How many IBM sales stages are there?

A. There are 6 (six) stages but in GPP they are considered to be 3 (three) stages
B. There are 11 (eleven) stages but in GPP they are considered to be 6 (six) stages
C. There are 9 (nine) stages but in GPP they are considered to be 4 (four) stages
D. There are 11 (eleven) stages but in GPP they are considered to be 5 (five) stages

Answer: A
Reference:http://www-05.ibm.com/pt/clientcenter/gpp_presentation_V15.pdf

QUESTION NO: 6

What are the 3 (three) key messages for IBM Cognos Express in the Business Analytics Midmarket?

A. Easy to Buy. Easy to install. Easy to Deploy
B. Easy to Use. Easy to Deploy. Easy to Buy
C. Easy to Install. Easy to Use. Easy to Buy
D. Easy to Deploy. Easy to Start. Easy to Use

Answer: C
Reference:http://www.consist.com.ar/ar/web/uploads/productos/bi/ibm-cognos-express.pdf(page 1, first para, last sentence)

QUESTION NO: 7

Within IBM we use BANT to qualify an opportunity. What does BANT stand for?

A. Budget, Access. Need, Timeline
B. Budget. Authority, Need. Timeline
C. Budget. Affordability, Need. Thought Leadership
D. Budget. Acceptance. Necessity. Tactics

Answer: B
Reference:http://www.acronymfinder.com/Budget-Authority-Need-Timeline-(IBM-software-sales-lead-qualification)-(BANT).html

QUESTION NO: 8

Identify the scenario where IBM Cognos Express will NOT be the correct choice:

A. Reporting on inventory levels
B. Budget planning in the Office of Finance
C. Creating dashboards for Marketing
D. Bursting statements to thousands of customers

Answer: C
Explanation:

QUESTION NO: 9

What would be a good next step to develop the relationship with the customer after the sale?