

IBM

Exam M2090-618

**IBM Business Analytics Midmarket Foundational Sales Mastery
Test v2**

Version: 7.0

[Total Questions: 41]

Question No : 1

When selling into an organization, what do you need to know from each individual on the customer team involved with the project?

- A. What products do they prefer
- B. What is their role and individual agenda
- C. What is their role in the project
- D. How does the project impact their jobs

Answer: C

Question No : 2

How would you overcome the objection "IBM is too expensive"?

- A. Start small, show immediate value then grow. Use trial to demonstrate ease and value. Demonstrate how they can leverage Excel skills
- B. Compare total cost of ownership (entitlements, IT installation, configuration and programming)
- C. Stress the "Easy to Buy" message; the products are packaged and priced right. Start small, start anywhere, deliver immediate value, and grow. Investigate the availability of compelling IBM Global Financing offerings
- D. Limited IT skills are required for Express to be installed and maintained; no coding required. Partners can help with building trusted data and initial applications and the system can be owned and operated by a technical business user. Offer the Partner demos or a Partner led try and buy.

Answer: C

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

Question No : 4

Which is the most important question to focus on to address customer need?

- A. Are they looking for a Business Analytics product?
- B. Are they satisfied with their current Business Intelligence solution?
- C. Are they using a data warehouse?
- D. Are they having specific business pains?

Answer: D

Question No : 5

What is a common pain point for a Marketing Department?

- A. Am I maximizing revenue generation and market growth opportunity through segmentation and route-to-market?
- B. How do I maximize retention, optimize staffing mix and attain best practice benchmark benefits?"
- C. Am I attaining savings and maintaining infrastructure (computers, databases, networks) required to support growth of our business?
- D. Do I fully understand my company's capital structure, ROI, compliance, risk, disclosure and regulatory reporting requirements?

Answer: A

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