



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Users would look at a business intelligence solution such as IBM Cognos when they want to:

- A. Create manual reports using SAP Crystal Reports and Microsoft Excel spreadsheets.
- B. Deploy a new enterprise resource planning (ERP) system that includes embedded solution for business intelligence.
- C. Deploy an enterprise resource planning (ERP) system that does not include canned reports.
- D. Analyze data for themselves to drive better, smarter business decisions.

Correct Answer: D

Reference:

http://www.virzrt.hu/en/pdfs/analysis_for_everyone.pdf

QUESTION 2

A prospect's needs were determined in an initial discovery call, the seller was invited for an on-site visit, a product demonstration has been delivered and the purchase decision maker has been identified. What does this indicate?

- A. The prospect needs to identify potential business users.
- B. The prospect is seriously considering making a purchase.
- C. The opportunity is ready to be entered into the CRM system.
- D. The seller needs information about the prospect's implementation.

Correct Answer: B

QUESTION 3

During an initial discovery call with an existing customer, they mention they are standardized on SAP across their organization. They are looking for a business intelligence reporting platform, and will likely default to Business Objects, because it is already "built in". Which is the next right step for the sales professional to take in this scenario?

- A. Mark the opportunity as closed; the chance of winning the business is very low in this type of situation.
- B. Share a SAP/IBM Cognos case study and discuss the integration options between the two products.
- C. Direct the conversation to focus on IBM's predictive capabilities as this is a weakness of SAP.
- D. Develop customer interest by introducing them to IBM's partnerships with Twitter and Apple.

Correct Answer: D

Reference:



<http://www-03.ibm.com/press/us/en/pressrelease/44370.wss>

QUESTION 4

What are the characteristics of a qualified opportunity?

- A. Budget, Authority, Need and Time Frame
- B. Budget, Functionality, Need and Time Frame
- C. Scalability, Scope, Size and Services
- D. People, Process, Pricing, Palatability

Correct Answer: A

Reference: <http://www.raintoday.com/library/articles/a-new-way-to-qualify-sales-leads-faint/>

QUESTION 5

A sales professional has closed an IBM Cognos Business Intelligence opportunity. Which will help develop the customer relationship now that the sale has closed?

- A. Invite the customer to attend IBM virtual seminars, local user groups, and annual conferences.
- B. Send the customer annual license renewal information in a timely fashion.
- C. Invite the customer to be an official IBM customer reference prior to implementation.
- D. Ask the customer to participate in a reference call for another prospective client.

Correct Answer: C

Reference:

<http://www.redbooks.ibm.com/redpapers/pdfs/redp4888.pdf>

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