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Exam : **P1000-004**

Title : IBM Omni-Channel Commerce
Solutions Technical Mastery
v1

Vendor : IBM

Version : DEMO

NO.1 When meeting with the VP of Merchandising about IBM Watson Commerce Insights, which prospecting question would be MOST appropriate?

- A.** How valuable would it be to see real-time site metrics and business data, in context of the customer experience?
- B.** What is your biggest challenge in creating promotions that drive sales?
- C.** What are you looking for in a Commerce Platform?
- D.** What would it mean to your business if you could make and implement pricing changes in seconds not hours?

Answer: A

NO.2 What is the primary target persona for IBM Commerce Software?

- A.** Sales managers for small- to medium-sized businesses, especially when they are lacking in IT tools and support, and are looking for efficient and cost-effective solutions.
- B.** LOB leaders of medium-sized businesses to large enterprises, especially from marketing, merchandising, sales and customer service.
- C.** LOB leaders of any-sized businesses, especially from marketing, eCommerce, transportation & logistics and IT.
- D.** LOB leaders of any-sized businesses, especially when they already use IBM's Watson Supply Chain solutions.

Answer: B

NO.3 When meeting with the Head of eCommerce for IBM Dynamic Pricing, which prospecting question would be most appropriate to learn how important is their eCommerce channel to their overall brand image?

- A.** How often do you currently update online prices?
- B.** Do you have a way to strategically group and price items with low competitive price elasticity?
- C.** What are your plans for sales or sku growth over the next three years?
- D.** What steps are you taking to streamline the channel to improve your brand image?

Answer: D

NO.4 When meeting with the VP of eCommerce for a retailer, which IBM Commerce Software prospecting question is the MOST appropriate?

- A.** Is your inventory in one channel visible and usable by other channels?
- B.** How effectively can you to deliver timely, relevant and personalized content, information and promotions to customers?
- C.** What are the biggest challenges facing your stores today?
- D.** How much time does your Sales Reps spend in the field versus in systems to get a quote out to the customer?

Answer: B