



M2090-626^{Q&As}

IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

Which question could a sales representative ask to uncover an opportunity to pitch IBM Cognos Business Intelligence?

- A. Does your agriculture company have an information management data warehouse in place today?
- B. Are you looking to understand patterns, identify risk and new opportunities to shape future success?
- C. What are your biggest compensation management issues for your Sales department?
- D. How are you looking to improve operations within the Office of Finance department?

Correct Answer: C

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

A new client asks about the core differentiators between IBM Cognos Business Intelligence and the competition. Which topic favorably positions IBM Cognos Business Intelligence?

- A. It provides a unified workspace for all users.
- B. Its license cost.
- C. Its implementation.
- D. It provides write back capabilities.

Correct Answer: D

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

Which scenario describes the MOST compelling buying event?

A. The customer is acquiring another company and adding headcount.

B. It is the beginning of the year and the customer has money to spend.

C. The customer's main competition is now using business intelligence solutions.

D. The customer has a renewal fast approaching and they'd like to wrap everything in and buy net new.

Correct Answer: C

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