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IBM Cognos Business Intelligence Sales Mastery Test v3

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QUESTION 1

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

QUESTION 2

When would you position IBM Cognos Cloud?

A. When a company does not have the internal resources needed to upgrade and provide patches and bundles.

B. When a company needs a quick visualization tool before they are ready for IBM Cognos Enterprise.

C. When a company is headquartered overseas and wants to perform reporting enterprise- wide.

D. When a company is midmarket; IBM Cognos Cloud does not scale to enterprise accounts.

Correct Answer: D

Reference:

http://www-03.ibm.com/software/products/en/cognostm1

QUESTION 3

IBM Cognos Business Intelligence\\'s capabilities can be seen and implemented through which need?

A. The customer is looking for driving factors for sales performance.

B. A college is looking for a way to find out how to predict student enrollment for sophomores.

C. A college wants to employ a dashboard solution to better understand student enrollment numbers.

D. A retail company is looking for a solution which will take current data and predict future sales.

Correct Answer: D

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QUESTION 4

Which is an example of a post-sale best practice when it comes to continued development of the customer relationship?

A. Before beginning the implementation, ask the customer to introduce you to other business units that would be interested in the product.

B. Provide the customer\\'s contact information to other colleagues to allow them to prospect into the account.

C. Offer quarterly or annual Business Intelligence Health Check.

D. Begin focusing on other client opportunities and use this deal as a customer reference.

Correct Answer: C

QUESTION 5

From a high level, which three IBM Business Analytics brands had their functionality combined in order to create the Forward Looking Analytic Architect license?

A. IBM Cognos Business Intelligence. IBM SPSS and IBM Kenexa

B. IBM Cognos Business Intelligence, IBM SPSS and IBM Cognos Incentive Compensation Management

C. IBM Cognos Business Intelligence. IBM Cognos Incentive Compensation Management and IBM Algorithmics

D. IBM Cognos Business Intelligence. IBM SPSS and IBM TM1

Correct Answer: B

Reference:

http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management

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