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## Q&A

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**Exam** : **M2020-615**

**Title** : IBM Business Analytics  
Performance Management  
Sales Mastery Test v2

**Version** : DEMO

1.A prospect is interested in IBM Cognos Incentive Compensation Management, but has been told by a competitor that the built-in capabilities are too limited.Which differentiator would you highlight in order to demonstrate how ICM can easily meet different and changing needs?

- A.Business User Friendly
- B.Flexibility
- C.Integrated Product
- D.Performance & Scalability

**Answer: D**

Reference:<http://www-03.ibm.com/software/products/en/cognos-incentive-compensationmanagement/>

2.Which role is riot responsible for system-based data governance?

- A.Chief Information Officer
- B.Chief Financial Officer
- C.Controller
- D.VP of Sales or Marketing

**Answer: A**

3.Which characteristic of IBM Cognos TM1 provides near-instantaneous responsiveness when working with complex models?

- A.Simple modeling language
- B.Multi-dimensional database
- C.In-memory analytics
- D.Built-in data integration

**Answer: C**

4.A sales representative has just secured a meeting with the CFO.What should the sales representative focus on in their opener in order to receive the most positive reaction?

- A.The business value that IBM's Business Analytics FPM solutions can deliver to the company
- B.A specific capability of IBM's Business Analytics FPM solutions
- C.The benefit provided by a specific capability of IBM's Business Analytics FPM solutions
- D.The turbulent economic climate

**Answer: B**

5.A sales representative has just secured a meeting with a manager in the CFO's office.What tactic should they avoid for this initial meeting?

- A.Be credible.
- B.Be a strategic resource.
- C.Focus on the customer.
- D.Focus on the sale.

**Answer: D**