



**IBM**

**00M-241**

*IBM Enterprise Marketing Management Sales Mastery  
Test v1*

**Answer: D**

**QUESTION: 25**

Which role is part of the executive role, for the target audience, for the Coremetrics product?

- A. VP Finance
- B. CMO
- C. VP Engineering
- D. CFO

**Answer: B**

**QUESTION: 26**

What is one benefit listed in the value proposition of the Coremetrics product?

- A. Refine business contacts into leads.
- B. Build new connections to legacy applications.
- C. Tie-in former IBM business partners to EMM processes.
- D. Increase conversions and retention.

**Answer: C**

**QUESTION: 27**

Who are the influencers for using the Coremetrics EMM product?

- A. Practitioners
- B. Managers
- C. Executives
- D. Board of Directors

**Answer: D**

**QUESTION: 28**

Who are the decision makers for using the Coremetrics EMM product?

- A. Practitioners
- B. Board of Directors
- C. Executives
- D. Users

**Answer:** B

**QUESTION:** 29

What is the main objective of the EMM solution for IBM customers?

- A. Power the success of every marketing organization with innovative technology solutions.
- B. Entertain new business prospects by adapting legacy systems.
- C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
- D. Decentralization of content in the marketplace.

**Answer:** A

**QUESTION:** 30

What is one of the main steps in the progression of the Coremetrics life cycle?

- A. Advance customers
- B. Deliver products
- C. Build reporting structure
- D. Create customer confidence

**Answer:** A

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