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Exam : **M2040-641**

Title : IBM Exceptional Web
Experience Sales Mastery
Test v1

Version : Demo

- 1.What is a suggested sales tactic to use when a customer requests a specific point solution for their environment, like “j ust need ani Phone appf or my webst e t hā s ā”i ±
- A. Refer them to Apple's website.
 - B. Start lowering the price of your services and software bid.
 - C. Invite your technical architect to tell them about developing iPhone apps.
 - D. Show them a demo of all the possibilities that an Exceptional Web Experience can offer them.

Answer: C

- 2.What is the name of the interactive prospecting tool that you can take your customers through to get a sense of what they need to improve on to become a social business.?
- A. WebSphere Portal Zone
 - B. ICAT (IBM Collaboration Assessment Tool)
 - C. IBM Smarter Planet
 - D. Lotus Greenhouse

Answer: D

- 3.What is a general definition of an IBM WebSphere Portal Industry Template?
- A. It is a website-in-a-box
 - B. It is a downloadable PDF document
 - C. It is an introductory-priced services engagement
 - D. It is the fullest featured offering of WebSphere Portal

Answer: A

- 4.What development tool can create template-based portlets as well as mobile applications for WebSphere Portal?
- A. IBM Web Content Manager
 - B. IBM Lotus Domino Designer
 - C. IBM Mashup Center
 - D. IBM Web Experience Factory

Answer: D

- 5.At a high level, WebSphere Portal allows you to _____.
- A. defragment unbuffered sectors, optimize disk storage, integrate RAID devices
 - B. create pivot tables, summarize column data, paste across multiple cells
 - C. integrate content, applications and processes; reach out to a wide variety of devices, and engage users so they can create, target, socialize, optimize and realize.
 - D. color sample across images, retouch blurry photos, create freehand mask selections

Answer: C