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Vendor: IBM

Exam Code: C6040-752

Exam Name: Retail Store Solutions Sales Specialist V4

Version: Demo

QUESTION NO: 1

A food service retailer is interested in the SurePOS 500 for their ten stores. Each store has two registers. What is the best resource to handle this customer's needs?

- A. RSS ISV
- B. RSS Reseller
- C. IBM GBS representative
- D. Retail Store Solutions (RSS) sales representative

Answer: B

QUESTION NO: 2

What are two Internet-based resources a sales representative may use to identify POS competitors in a customer account? (Choose two.)

- A. competitors' Web sites
- B. Hoover's POS Competition Web site
- C. Securities and Exchange (SEC) filings
- D. IBM Retail Store Solution product Web site

Answer: A,C

QUESTION NO: 3

A Retail Store Solutions Sales Representative is staffing a booth at a trade show. Other than business cards, what is the most important information the Sales Representative should gather from each visitor?

- A. area of interest
- B. most used retail vendor
- C. retail budget projections
- D. number of lanes per store
- E. retail revenue projections

Answer: A

QUESTION NO: 4

A food service retailer is interested in the SurePOS 500 for their 500 stores. Each store has five registers. Which two resources can handle this customer's needs? (Choose two.)

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- A. RSS ISV
 - B. RSS reseller
 - C. IBM GBS representative
 - D. Retail Store Solutions (RSS) sales representative

Answer: B,D

QUESTION NO: 5

The local city administration needs an interactive solution to enable people to search for local attractions. The solution will be located in many different locations throughout the city, such as the airport, parks, train stations, hotels, etc. Which IBM solution should the sales representative offer?

- A. SurePOS 500
- B. AnyPlace Kiosk solution
- C. SurePOS 700 with touch screen
- D. Lenovo PC withSurePoint touch display

Answer: B

QUESTION NO: 6

What are two weaknesses of Micros? (Choose two.)

- A. proprietary solutions
- B. no fans in some models
- C. reliance on infraredtouchscreens
- D. 10/100 Ethernet LAN slowing network connectivity

Answer: A,B

QUESTION NO: 7

A warehouse retailer has issued an RFP for a self checkout solution with 3 years of maintenance. They asked for best and final pricing for 500 stores with 4 lanes each. What are two of the most important factors to know about the competition when pricing the solution? (Choose two.)

- A. market position
- B. maintenance terms
- C. lane configuration
- D. relationship with customer

Answer: B,C

QUESTION NO: 8

What are two technical resources that sellers may use to help sell IBM retail solutions? (Choose two.)

- A. IBM Retail Store SolutionsTechLine
- B. IBM Client Reference Materials Database
- C. IBM Retail Store Solutions sales education Web site
- D. IBM Retail Store Solutions technical education Web site

Answer: A,D

QUESTION NO: 9

A sales representative is meeting with the CFO of a retailer to explain the current proposal for a new POS system. The CFO asks the RSS representative to be prepared to justify why this project should be funded ahead of other projects under consideration. Which two actions should the RSS representative take to be best prepared for this discussion? (Choose two.)

- A. review the ROI
- B. Google the CFO's background
- C. review the business value drivers
- D. understand the CFO's relationship with IBM

Answer: A,C

QUESTION NO: 10

A customer wants to deploy a new cashier fraud loss prevention solution. What is the business value of this solution?

- A. reduces customer theft
- B. reduces front-end shrink
- C. improves inventory accuracy
- D. improves cashier productivity

Answer: B

QUESTION NO: 11

Which method should a seller employ to learn about a customer account?

- A. talk with a shopper about the company
- B. purchase items from a company's supplier
- C. shop in the stores of the company's competitors
- D. review the customer's marketing material and Web site

Answer: D

QUESTION NO: 12

The decision makers of a women's clothing store chain have reviewed the sales representative's proposal for a customer self service ordering kiosk solution for their stores. While they like the proposal a great deal, they want to lower the price. In order to do that, they are evaluating using the AnyPlace Kiosk Model 3xx rather than the AnyPlace Kiosk Models 5xx, 7xx, and 9xx. Which feature does the AnyPlace Kiosk Model 3xx offer that the AnyPlace Kiosk Models 5xx, 7xx, and 9xx do not offer?

- A. VIA processor
- B. expansion slot
- C. 17"touchscreen
- D. microphone port

Answer: A

QUESTION NO: 13

Which two factors are most important to consider when gathering information about the customer install base to use in building a total solution proposal? (Choose two.)

- A. depreciation value
- B. the decision maker
- C. competitive equipment
- D. equipment that was installed in the last 2 years

Answer: A,C

QUESTION NO: 14

A company is a current IBM customer. They want to refresh their POS. What does the IBM solution provide that differentiates it as the best solution, based on total cost of ownership? (Choose two.)

- A. lifecycle management strategies for managing capital outlay
- B. ability to preserve investment in existing peripheral devices
- C. ongoing power savings, based on new POS management capabilities
- D. ability to leverage two-sided printing technology to save receipt paper

Answer: B,C

QUESTION NO: 15

The IBM Retail Solutions for a Smarter Planet value proposition demonstrates many reasons to choose an IBM solution. What are two elements found in Retail Solutions for a Smarter Planet? (Choose two.)

- A. eco-friendly
- B. easy to upgrade
- C. easy to manage
- D. available world-wide

Answer: A,C

QUESTION NO: 16

What are two common POS-related value metrics included in ROI calculation? (Choose two.)

- A. labor savings
- B. serviceability
- C. reduced shrinkage
- D. component compatibility

Answer: A,C

QUESTION NO: 17

Which statement is true about the Retail Store Solutions Web site for retail segments?

- A. It provides basic information on industry-specific solutions.
- B. It provides list price information for industry-specific solutions.

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- C. It is also known as the Retail Store Solutions Consulting Handbook.
 - D. It provides the terms and conditions of industry-specific solutions.

Answer: A

QUESTION NO: 18

What are two benefits of the IBM eConfig application? (Choose two.)

- A. provides step-by-step installation and configuration instructions
- B. provides configuration support for hardware, software, and peripherals associated with the retail product line
- C. is available to both IBM employees and Business Partners who are required to place new orders or upgrade existing machine configurations
- D. allows sellers to meet environmental directives such as RoHS (Restriction of Hazardous Substances) and WEEE (Waste Electrical and Electronic Equipment)

Answer: B,C

QUESTION NO: 19

The retail prospect indicates that the new POS system they select must deliver cost saving benefits. Which two features should a sales representative present during a customer demonstration to address this requirement? (Choose two.)

- A. deep sleep mode
- B. retail hardening
- C. infrared touch technology
- D. USB and RS-232 connectivity

Answer: A,B

QUESTION NO: 20

The customer's budget for this project is \$25M, however the IBM solution is coming in at \$30M. There are also competitive bids that are considerably lower than the IBM bid. What is the best way to persuade the customer to go with the IBM solution?

- A. explain the value of IBM retail hardening
- B. remind the customer that IBM is #1 in POS worldwide
- C. use the ROI and TCO tools that have been developed for RSS

D. tell the customer that the competitor's solution is not reliable

Answer: C

QUESTION NO: 21

A customer has limited capital budget for this year, but they must upgrade their POS base units to support a required PCI change. Which solution should the sales representative propose to the customer that minimizes their capital investment and protects their existing investments?

- A. upgrade the network for faster communications
- B. replace the printers to print faster receipts
- C. upgrade the POS base units only and reuse the existing peripherals
- D. replace the POS software and base units with PCI-compliant options

Answer: C

QUESTION NO: 22

The retail prospect has indicated that the new POS system must be able to connect to and use the store's existing secure wireless communications environment to communicate with both the store's backoffice servers and the head office systems. Which representative in the retailer's organization must be invited to the IBM POS demonstration?

- A. Human Resources Manager
- B. Customer Service Manager
- C. Store Department Manager
- D. IT Network Infrastructure Manager

Answer: D

QUESTION NO: 23

A department store retailer, running a 4690 OS and GSA solution on 4694-207 terminals, is considering upgrading their POS terminals and store controllers. The sales representative has proposed IBM BladeCenter HS12 servers for store controllers and SurePOS 700 Model 743 terminals. What is the minimum operating system version the retailer must run to support this solution?

- A. V5R1
- B. V5R2

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- C. V6R1 Classic
 - D. V6R1 Enhanced

Answer: D

QUESTION NO: 24

A grocery store runs 4690 OS and Supermarket Application. They want to provide their sales executives with real-time sales in the form of a dash board. The architecture team has determined that the best approach would be to implement a TLOG trickle solution. Which RSS software component should the sales representative propose as part of the solution?

- A. SIF
- B. RIF
- C. DIF
- D. DB2

Answer: C

QUESTION NO: 25

A Retail Store Solutions Sales Representative has determined that a prospect is planning to open additional stores in the next 12 months. The representative has determined that Fujitsu is the main competitor. What is the first factor to consider when selling an IBM retail solution to this prospect?

- A. location of the new stores
- B. prospect's current solution
- C. the proposed Fujitsu solution
- D. the number of Fujitsu Business Partners

Answer: C

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